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ALLEN'S

BOOK OF BERRIES

for

1938



CATSKILL

"A SURE CROPPER. THE LARGEST, MOST PRODUCTIVE, AND MOST PROFITABLE MID-SEASON BERRY."

The **W. F. ALLEN CO., Salisbury, Md.**

Book of Berries, 1938

Here we are again with our Annual Book of Berries, our 53rd. Many of our customers and friends have been receiving this catalog for 10, 20, 30 years, or even longer. Others will be receiving it this year for the first time. For both, our purposes are the same.

First, we hope to secure the orders from those who expect to set strawberry plants this year. Possibly we can present some facts to those who are undecided which will encourage them also to try out this fine money crop.

Second, it is our aim to present helpful information based on 53 years' experience and the latest research work. If we can help those who use our plants to secure good results and nice profits from the crop it will help our business also.


With these things in view we want to call your attention especially to four main sections of this Berry Book. "Common Sense Methods for Growing Good Strawberry Crops," pages 8 to 13. Accurate and dependable variety descriptions, pages 14 to 27. Everbearing varieties and how to grow them, pages 28 to 31. "Picking the Winners" and price list of plants, pages 34 and 35.

Strawberry plants only. As we handle no other nursery crop, we believe that we can and do make a little better job of it than nurseries which handle a large number of different plants. This should be reflected in better results for those who use Allen's plants. We hope to have your orders.

FAIRFAX

Most Delicious Berry
of All





Strawberries Pay!
With plants like these.

Allen's Plants Are Dependable

Good Roots Strong Crowns True to Name

**These growers used Allen's plants with good results.
They will pay you.**

Best Plants Ever

Cumberland Co., Maine. April 12, 1937. I enclose P. O. Order for \$5.00 to pay for order of strawberry plants enclosed. You have the best plants that I have ever bought anywhere.—Mr. Sydney B. Thomas.

Abundance of Fine Long Roots

Jefferson Co., Mo. March 20th, 1937. My strawberry plants arrived this A. M. They were in fine condition. I was most pleasantly surprised by the extra vigor of these plants and the abundance of fine long roots. They were so fresh looking they seemed to be still growing in their shipping package. I am most thankful for these fine plants and will spread the good news to my neighbor gardeners.—Mr. L. M. Winters.

Allen's Plants Were O. K.

Clinton Co., Ohio. June 17, 1937. Allen's plants were O. K. but can't say so much for plants we got other places this season. We had a heck of a time picking up plants from various growers after you ran out. Hope to get my orders in early next season.—Mr. P. C. Vandervoort.

Always Best

Oklahoma Co., Okla. March 15th, 1937. Your plants have always been the best we ever bought.—Hirschis Youngberry Gardens.

Much Pleased with Allen's Plants

Franklin Co., Pa. April 7th, 1937. Please ship plants at once as ground is ready. Your plants have always been fine and have been so much pleased with them.—Mr. B. Frank Dice.

Every Plant Living

Bowie Co., Texas. March 22nd, 1937. I looked my plants over yesterday and I believe that every plant of the 450 will live.—Mr. G. S. Agee.

Best Berries in the Section

Lancaster Co., Va. March 9th, 1937. Enclosed order for 2,000 strawberry plants, check inclosed \$10.00. Last season I had a few plants bought from you and I was the only one in this section who had decent berries, and there are supposed to be several expert growers in this neighborhood. I worked and fertilized according to your instructions. The Fairfax proved the best of several varieties bought from you.—Mr. J. E. Blakemore.

Plants Doing Fine

Allegheny Co., Pa. July 22nd, 1937. I purchased 9,000 berry plants from you this spring and they are doing fine.—Mr. John W. Geyer.

As Good as Claimed

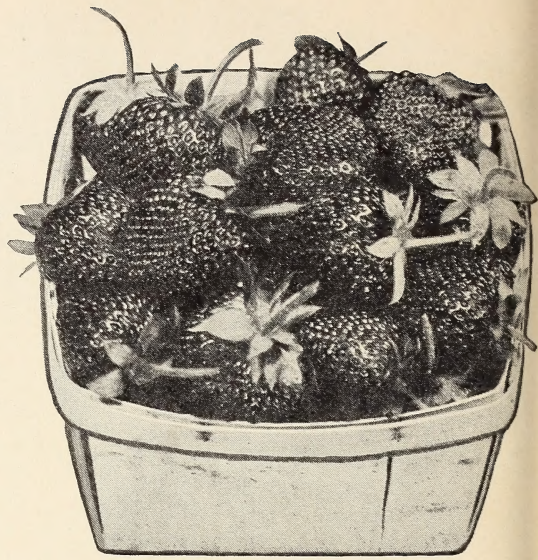
Salem Co., N. J. April 19th, 1937. I have been very much pleased with all the plants I have bought of you. They have been all you claim them to be and then some.—Mr. Chas. G. Cook.

Prompt Shipment Appreciated

Oneida Co., N. Y. June 18th, 1937. The plants came the day we wanted them and season has been ideal for them so far. They were nice plants and are doing fine. I certainly appreciated your very prompt shipment.—Mrs. E. G. Walrath.



CATSKILL



FAIRFAX

These Varieties are Real Money Makers

Strawberries Pay

\$200 - \$400 - \$800 per Acre

Profits like these are usual with better growers who have a fair market and who are well located on suitable soil. We believe that growers generally can reasonably expect \$200 to \$400 per acre if they have good soil available and intelligently make use of all the factors which they can control or influence. We have tried to point out in this Berry Book what these factors are and suggest means of controlling or influencing them. We refer you to "Common Sense Methods", pages 8 to 13, and especially to the summary under "Steps which lead to profit," on page 13.

Figure It Out

When cared for as suggested in the previous paragraph, a yield of from 3,000 to 10,000 quarts per acre should not be difficult, the exact amount depending on the varieties grown, soil, care, and weather conditions. From \$100 to \$200 per acre should cover the cost of growing the crop, including plants, land rent, fertilizer, labor hired and fair wages for the growers time, but not including picking or crates. These costs will vary but should average about 1½¢ per quart for crate and baskets, and from 2c to 3c per quart for picking. These figures seem to leave room for a nice profit even in low priced years. This is especially true if good quality berries are grown. In years of high prices such yields and costs make possible the really high returns which we sometimes hear about.

Good Business

Have some berries when prices are high. To do this it is necessary to have some every year as most successful growers do. No crop shows a big profit all the time, but with berries every year you can get by in bad seasons, make a profit in average years, and real money in good years. Jumping in and out of the game is not good business. Too often this means plenty of berries when prices are low and none when they are high.

Consider strawberries as a side line to diversify your crops. Cotton growers in the South, dairy farmers, poultrymen, stockmen, vegetable growers, and others might find an acre or two of strawberries highly profitable in connection with their regular line. It is for each grower to decide, but improved varieties and better methods at this time make it well worth thinking over.

Select some of your best land. You will put relatively a large amount of labor and expect relatively a large return from your strawberries. Do not waste your money and labor on poor land. Give your strawberries some of the best, and give it careful preparation.

Set fancy, high yielding varieties best suited to your purpose. We have tried to tell you the honest truth about all our varieties. We have summarized our conclusions on page 34 under "Picking the Winners." It should not be hard for anyone to know what to plant to get the best, and it is this kind that brings the highest prices.

Grow as many as you can handle properly but no more. The amount of other work you are attempting to do, the amount of land you have available, the locality in which you live, and the methods you intend to use in marketing would all have a bearing on this question. A half acre field on good land, well cared for and handled properly in marketing might well give more profit than twice the acreage poorly cared for. In this section in 1937 growers with small acreages (three acres or less) nearly all had a good year and made money. Growers with large acreages due to rainy weather in harvest season and a shortage of pickers did not fare so well.

Get good, dependable, well-rooted, true-to-name plants. A good start is important in growing a good crop,

Berries Will Sell

Wholesale Produce Markets. Hundreds of carloads and truckloads of berries are sold in the produce markets in large towns and cities. The outlet in these markets is very large. Usually canners or juice men clean up each day's shipments so there is little hold-over. Unlike many other crops, strawberries must be sold promptly. Peak shipments of one week cannot be held over to glut the market a week later. Prices for the best fruit even in low priced years are usually high enough to allow a good margin of profit.

Farmers Markets. Many towns and cities operate public markets. In these a farmer can rent a stall or booth. In some cases it is only space at the curb for wagon or truck. At these markets farmers sell large quantities of berries and other produce, just their own or for a group of other growers.

A brand or label will be well worth while if your fruit is of good quality and there is enough of it to make an impression on the market. This is true for farmers markets as well as wholesale produce markets in the city.

Local Sales. These are made to many different kinds of buyers—hotels, restaurants, grocery stores, hospitals and institutions of various kinds. A business of this kind requires some time to develop but is usually a profitable outlet when once established.

Roadside Markets. If on or near a well-traveled highway try a roadside market. Many growers are successfully disposing of their crops of strawberries as well as other things by this method. It is surprising how many automobilists like to buy fruit and vegetables right on the farm. On our own roadside market we have many regular customers who drive out from town in the afternoon to buy at the farm. Others traveling through on business or for pleasure notice the market and stop to buy on their return, sometimes days later. Attractive products, especially fruits, will be bought by tourists to enjoy as they travel. Unless you have a market already developed look into the possibility of a roadside market. Like many others, we were amazed at the results from our own, even the first year. Perhaps you will be.

Advertising. Signs at the farm or notices in local papers will be a big help in selling fruit to local buyers. We have reports from growers who tell us that one small ad has brought enough buyers to their farm to dispose of the whole crop. It will not cost much and should yield big returns.

A sample makes a sale. If you are growing high quality varieties like Dorsett, Fairfax, Chesapeake or others a sample to the buyer will certainly help sell the fruit. This is true even on wholesale markets but is much more effective where the seller comes in contact with the actual consumer.

Good berries will sell and make a profit for the grower.

Good methods will enable the grower to produce a nice crop of good berries nearly every year. To help do this we call your attention especially to "Cultural Methods", pages 8 to 12; "Steps That Lead to Profit", page 13, and "Picking the Winners", page 34.

Handle With Care

Some growers have their berries graded into sizes as they are picked. Others, usually with larger acreage, make a practice of checking very carefully on the pickers to see that it is carefully done. These things will pay. Here are some other suggestions to aid in putting out a nice looking pack which will sell at highest prices.

Avoid green sides and tips by selecting varieties that ripen evenly and without green tips.

Have the pickers discard undersized berries and those which have soft or rotten spots (especially after a heavy rain).

Dirty or gritty berries (after rains) can be largely avoided by using a mulch which is even more effective if plants have been spaced so the mulch can be worked down between the plants.

Berries look best in the package when the caps are left on and from one-quarter to three-quarters of an inch of stem is left.

Bruising and mashing berries detract from their value and can be avoided by careful picking and handling.

Well-filled packages not only make the buyer feel that he is getting his money's worth (even at a higher price) but they actually make the berries show up better.

After being picked berries should be carried to the packing shed in a relatively short time. One hour's exposure in the hot sunshine will sometimes ruin an otherwise fancy quart of berries.

In packing, face the berries **some** if you must but not too much, as a reputation for an honest pack will help you sell on any kind of a market.

Clean, bright packages will make your fruit more attractive to the buyer than dirty, soiled packages. Improved types of crates which do not cut and bruise the berries as much are being developed. If available it may pay you to try them out.

Pick All That Are Ready. If this is not done soft berries like Aberdeen may be over-ripe or rotten by the next picking; others, like Fairfax, tend to get dark even though they remain solid. Careful attention to this point will help keep up the grade of berries throughout the season.



Careful picking adds to the value of the berry crop

Strawberry Gardens

Every home should have a strawberry garden. They will pay in many ways—beauty—health—usefulness—pleasure. The bright shiny green of the leaves, the mass of white bloom, and the brilliant red berries make a picture as pretty as many flower gardens. A strawberry garden promotes health, not only because the fruit itself is healthy, but because the work of hoeing and picking is done out of doors under healthy surroundings. Many people like the berries best fresh off the vines, others prefer them sugared down or in strawberry shortcake. They are enjoyed in many ways as fresh fruit as well as canned and preserved for winter use. They not only help out with the diet but they are a real item in reducing the family budget. A strawberry garden brings pleasure by means of the things mentioned above as well as the satisfaction in showing them to and sharing them with your friends.

On these pages we have quoted from letters of some who have such gardens. Read them.

Cannot begin to supply the demand

Wayne Co., Ohio, June 16, 1937. Last year I purchased 400 Fairfax plants of you. The berries which they are producing are wonderful, both in flavor and in their unusual size. Monday was our first picking. When we had finished I called a store. They had all they wanted. I went down town with a basket full, stopping first at the bank, then on to the store. The bank officials said they never saw such berries. The store that didn't want any, wanted all I had then, and every other day as long as they lasted. They are selling at a premium above other varieties. A woman of the town came yesterday for berries. She went out where they are growing and said she had seen pictures of berries in the catalog, but she never before saw berries as nice as the catalog pictures. I am simply swamped with orders, cannot begin to supply the demand.—Mr. E. J. Wright.



A fine plot of strawberries at Longwood Gardens, near Wilmington, Delaware.

12,000 Quarts Per Acre

Montgomery Co., Md. Feb. 16, 1937. You will find enclosed my order for Fairfax and Dorsett strawberry plants. For quality and productiveness these berries are the best I have ever seen. In my home garden I picked the past summer 300 quarts of berries from two rows of Fairfax, two of Dorsett and one of Mastodon, each 67 feet long and measuring just 1/40 of an acre. This is at the rate of 12,000 qts. per acre. These berries were grown on sod plowed down in the late fall so conditions were not of the best.—Mr. John A. Markle.

1½ Quarts Per Plant

Jackson Co., Mo. March 25, 1937. I sent for plants two years ago last spring. I had the best strawberries that I ever raised. Dorsett and Fairfax were the varieties. I got nearly 1½ quarts to the plant so I think it was very good. I am sending for more plants this year.—Mr. M. M. Tetu.

Has Had Great Success

Grainger Co., Tenn. June 19, 1937. I am writing about my strawberry plants. I ordered 400 a year ago from you and I sure have great success with them. The patch produced 140 gallons of the finest berries I ever saw.—Mr. W. M. Long.



Mr. F. D. Kilburn and family in his berry patch in Davis County, Iowa. The youngster looks as though he expected to enjoy the berries.

Extra Money

How about trying for some of that extra money that so many are making from a good sized strawberry garden?

Some call it "pin money" but a nice strawberry garden can easily get out of the pin-money class. Furthermore, the strawberry crop can be harvested and sold and the extra money in hand before vegetable canning season comes along.

Many farmers' wives have their "Egg money". That's fine, and berries work in nicely with poultry. "Berry money" is possible for those who do not have chickens or cannot give the day in and day out attention which chickens require.

Try at least a few hundred strawberries of the better varieties. It is a good bet.



Mr. David G. Mohler of Lancaster Co., Penna., has reason for satisfaction in his fine berry patch, so vigorous that it almost looks like a hay field. Mr. Mohler writes, "My planting consisted of 9 rows 75 feet in length, 25 plants to the row, total 225 plants. The rows were 3 ft. apart and plants in the row were spaced. They were over 18" high as will be seen in photo. Berries very large and they developed and ripened to the very last one. The patch has been mulched and watered one time. The highest price received was 50c per quart and when nice berries were selling 3 quarts for 25c in the nearby city, I was offered 17c per quart for my second grade at the property. I think this is quite a good record for Allen plants."—Mr. David G. Mohler.

More Opportunities

Many farmers have grown strawberries for a number of years and have learned for themselves that they are one of the best money crops to be grown. There are many cases where a crop of strawberries would fit in nicely under special conditions.

Part time jobs may be profitably rounded out by growing a small acreage of strawberries. Where age or poor health prevents full time work it might be possible to grow this crop to advantage as most of the work is light and pleasant.

As a project of their own where parents want to keep the boys or girls on the farm, strawberries fit in nicely. The work is light, interesting, and usually quite profitable. This should appeal to the youngsters.

Strawberries can be grown to advantage where it is desirable to make the most profitable use of a small field of fertile, high priced land.

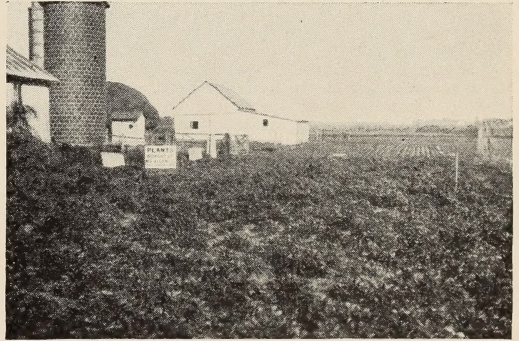
Very little capital and very small amounts of land are necessary to start a nice business. Any good garden soil will grow nice crops of berries.

Surplus Berries Easily Sold

Essex Co., N. J. Jan. 12th, 1937. The Dorsett and Fairfax plants we bought of you in 1933 had the most wonderful, largest, sweetest, strawberries with the least acid of any we had ever grown. I cannot tell you how pleased we are with both kinds, and friends were only too glad to buy all the berries we did not need. I shall always recommend your plants.—Mr. J. P. Kussmaul.

Clear Money

York Co., Pa. March 26, 1937. I was very much pleased with the Premier strawberry plants I received three years ago. I made real good on them, \$120 the first year and \$100 the second year, that means clear money. Please let me know your price on 2,000 Premier, good plants.—Mr. Charles F. Orwig.



Mr. H. Hinshaw of Randolph Co., Ind., was the grower of the very fine vigorous looking patch of Fairfax berries shown above. When sending us this picture Mr. Hinshaw wrote: "A few years ago I bought about 1200 plants from you. They were mostly Premier. From them I raised some of the largest berries ever grown in this locality. I managed to get eleven that made a quart. In 1934 we set about 330 in hills 20x24 inches. In spite of very dry seasons in 1934 and 1935 this patch of berries was one of pride and beauty. Many people came a distance to see it and exclaimed that they had never before seen anything like it. Enclosed are some snapshots, but nothing like they looked when loaded with fruit. I saw one picker pick a full quart of extra nice fruit from two plants at one picking."—Mr. H. Hinshaw.

Common Sense Methods for Growing Good Strawberry Crops

Experience, though valuable, is not necessary. Common sense methods enable even the beginner to grow strawberries successfully.

Climate

All forty-eight states of this country as well as Canada and Alaska on the north and several countries farther south produce strawberries successfully. In the far South, berries ripen and are shipped during the winter. Far north they bear in midsummer, the greater bulk of the crop from the temperate regions coming in during April, May and June. With varieties adapted to these different sections, no one need hesitate to plant strawberries because of climatic conditions.

Soil and Site

Any good garden soil can be expected to produce satisfactory crops of strawberries.

The ideal soil for strawberries is a fertile, deep, well-drained sandy loam. They are grown successfully on lighter sandy soils as well as on heavy clay. All of the soil types are made more suitable by adding organic matter, whether in the form of stable manure or green manure crops. Adequate moisture is very essential. Organic matter added to any soil types increases the water-holding capacity. Some soils are naturally springy, others may have plenty of moisture by reason of a low elevation.

In regions where late frosts are frequent, a slight slope is desirable to give good air drainage. A southern slope, being warmer, will start growth quicker and bring the crop into bearing earlier, but for that very reason is more subject to late frosts. A northern slope, on the contrary, will be later, but less likely to be injured by late frosts. On sites where erosion starts quickly, the rows should be planted with the contour of the slope rather than up and down. In regions where late frosts are not usually a serious factor, many fields of low elevation make ideal strawberry sites. This is especially true of the Coastal Plains section where the soil is largely of the sandy loam type and by reason of the low elevation has a water table fairly close to the surface. In these areas open ditches properly managed usually give satisfactory drainage.

If land that has been used for hoed crops is selected, it will simplify the problem of keeping weeds and grass out of the strawberry patch.

Although several successive crops of strawberries are sometimes grown on the same land successfully, it is not considered good practice and the site should be changed every few years if possible.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow it in the fall, harrow it during the winter and early spring as often as you can, and many of the grubs will be killed out.

Preparing the Land

As with other crops, a loose friable soil in a good state of tilth is desirable for strawberries. In fact, on land that is moderately fertile a good mechanical condition of the soil may be just as important as an extra application of manure or fertilizer.

The roots of strawberry plants rarely penetrate further than one foot into the soil. It has been found that 90% were in the top six inches of soil with 73% of the roots in the top three inches. This emphasizes the importance of having these few inches of top soil in as good condition as possible for best results.

The matter of drainage, moisture-holding capacity and fertility are the important factors to consider if the location of planting strawberries has not been selected

in advance. If selected the previous year, a green manure crop can be plowed under in the summer and an early winter cover crop such as rye planted and plowed in early spring. Stable manure applied to the previous crop is still good for strawberries, although it can be applied to advantage in the winter or spring before planting. The land selected should be plowed in early spring. If stable manure is to be used it should be spread broadcast on the land just after it is plowed. If the land used is fairly heavy clay which would make it difficult to get the manure disced in thoroughly, it may be better to plow it under. Then the land, either with or without the manure, should be disced thoroughly and harrowed to level it so that a nice, soft, even planting bed is available.

Green Manure Crops Help

As an aid in preparing the land for strawberries, green manures are about as satisfactory as applications of stable manure, although possibly results are not as quick. Clover, beans, peas, lespedeza and other legumes are fine. Oats, wheat, rye, millet are also good. Legumes are preferred if a heavy crop can be grown. However, the nitrogen creating advantages of legumes may be offset by the heavy growth possible with non-legumes under some conditions. A heavy growth of ordinary field corn sowed broadcast and plowed under green when the growth was from three to five feet in height has given fine results in a few cases and is worth considering. Rank growth of weeds and grass if plowed under green are also valuable in adding humus and retaining moisture. Weeds and grass should not be allowed to go to seed, especially if a hoed crop like strawberries is to follow. Soil preparation for strawberry plants starts so early in the spring that winter cover crops should be selected which make a large amount of growth in the fall and if possible have a fairly large root growth. For this purpose we have found nothing better than rye planted early. We have used rye to precede strawberries more than any other green manure crop. It has been found desirable, where large fields are planted, to disc the rye sod before plowing in order to get the ground in finer condition for the strawberry plants.

Set Plants in Spring —Early

Early spring is the logical, natural, and most successful time to set strawberry plants. Don't neglect setting some plants this spring, 1938, if you want a crop in spring or early summer, 1939. Fall planting (even if plants live) will mean little or no crop until the season of 1940.

Everbearing varieties, even more than others, should be set early in the spring because they bear their best crop in the summer and fall of the same year and need the best possible start.

How Early?

Just as soon as weather permits getting ground ready. In the South, February, March and early April. In the middle states, March and April. In the Northern states, April. Also, the first half of May in late seasons and in states far north.

Why so Early? Experience has taught that strawberries live better and grow better if they can become established early in the spring while the soil is still cool and moist. Late set plants are more likely to run into hot, dry conditions which make good results unlikely if not impossible. Furthermore, investigations have shown that runner plants made early are much more fruitful than those made in late summer or fall, see page 13. Early spring planting, therefore, tends to promote a larger percentage of highly productive, early set runner plants. If ordering plants be sure to order early enough so that they can be at hand as soon as the ground is prepared. Results of experimental studies on the growth and development of strawberry plants near Washington, D. C., published in 1930, showed high growth rates for plants during days where average daylight temperatures were from 68 to 75 degrees F., while lower or higher temperatures slowed up the rate of growth greatly. This checks with the experience of growers who know that strawberry plants often start out in spring and make a very rapid growth until the first hot days of midsummer. Then the growth is checked until the cooler days and nights of late summer and early fall. This indicates one more reason for early setting to give the plants full advantage of the favorable growing temperatures of late spring and early summer.



Too shallow Just right Too deep

Care of Plants

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "pump up" for some time before setting. If plants have become quite dry and withered in transit it will help to let them stay in the water for two or three hours, perhaps longer. When this is done, however, they should be set fairly soon after being taken from the water. At any rate have them thoroughly moistened and plump when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this for two or three days on early shipments. When plants are received late and lots of growth has been made, or where longer delays in setting are unavoidable, plants should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground, then firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is

done. A covering of straw or other mulching material will protect these plants in case it gets quite cold before setting can be done.

If cold storage facilities are available nearby, **plants received early** can be kept for several weeks in excellent condition in case weather conditions have prevented immediate setting. It may be better to keep them this way and set them when ground can be put in good condition than to set them at once in land that has not been properly prepared. A small lot of two or three hundred plants could be kept in fine condition for many days in the family refrigerator or ice box if there is room.

Clipping the Roots

Some growers clip the roots of strawberry plants before setting. If not cut too short it does no harm. However, it is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used it is probably better to clip the roots anyway to expedite handling the plants unless they are very small.

Distance to Plant

We recommend setting plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet if the soil is very fertile. The plants should be set 15 to 30 inches apart in the row, depending on the variety, the condition of the soil, earliness of setting and the vigor of the plants used. If these things are all favorable, free growing varieties can be set safely at least two feet apart, but if set late in the season when the plants have become weakened with new growth and blossoms, or if the soil is not in good condition they should be set as close as 15 inches to 18 inches apart to insure a good stand.

In small garden plots or where the hill system is used, distances can be varied to suit individual plots. 7,000 plants per acre is a safe number to calculate for larger plantings.

Plants Required for Various Planting Distances

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
$3\frac{1}{2}$ ft. "	18 "	8,297 "
$3\frac{1}{2}$ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	20 "	7,128 "



Heeling in Plants

Methods of Setting Plants

Where commercial fertilizer is to be used under the plants, rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse-drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant, oftentimes near the surface of the ground. This method requires a driver, two operators and another man to walk behind to fill in missing plants, reset those too high or too low and to firm the soil around the plants. A spade, trowel or dibble are the tools most often used in setting plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. (See sketch for proper depth of planting.) Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

Avoid Late Setting

Late in the season plants have produced a heavy foliage growth. This drains the vitality from the roots and in hot, dry seasons especially will make them dry and withered by May 1st or soon after. In setting plants with a heavy top growth, when roots are set at the proper depth the long, large stems and leaves make the plants seem top-heavy and there is a tendency to set the plant too deep. If the plants are to live the buds must not be covered and the soil must be pressed firmly about the roots. When the weather is cool and soil conditions are good, such late-set plants generally prove satisfactory. If soil conditions are bad it is almost impossible to get a good stand and growth. In late March or early April when plants are still dormant or nearly so they are in ideal condition to transplant. If plants could be dug then and held in cold storage at about 32 degrees F. they would grow much better set out in May than freshly dug plants. Plants held that way will be in fine condition for planting and they can be taken out when soil and moisture conditions are most favorable.

Manure and Fertilizer

Chemical fertilizers are not always needed. Soils that are naturally fertile and have had frequent applications of stable manure may not need the addition of any chemical fertilizers. A rank healthy growth of plants with vigorous, dark green foliage is evidence that the fertilizer is not needed. Barnyard manure supplying both humus and nitrogen is the best fertilizer for strawberries. It should be applied broadcast and disced into the soil before plants are set. On very heavy soils it may be best to plow it under. Equally satisfactory results are usually had if a heavy application has been made to the previous crop.

As a plant grower and starter we use about 700 lbs. per acre of a mixture composed of 1500 lbs. Dissolved (acidulated) bone and 500 lbs. Superphosphate. We have had very fine results from this mixture put in the drill and thoroughly mixed with the soil before plants were set. It can safely be applied broadcast but it is not as effective as putting it under the plants

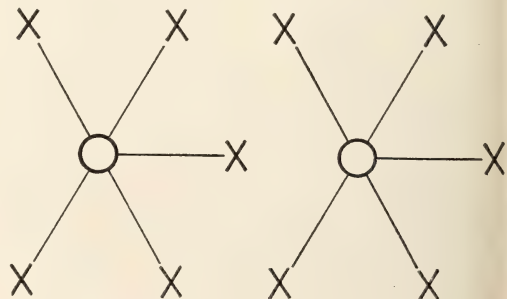
or using it as a side dressing soon after plants have started growth in the spring. Other organic forms of nitrogen like tankage or cotton seed meal would be satisfactory in this mixture. The formula should be fairly high in both nitrogen and phosphorus. Salts of nitrogen and potash should never be put on where they come in contact with the roots of strawberry plants. These materials in complete fertilizers have killed many plants in the past, the dying out occurring throughout the summer as the plants become gradually weakened. Wet weather and thorough mixing with the soil tend to lessen the chances of injury.

Fertilizers for fruiting beds are most effective when applied in late summer or early fall. During the last of August we use about 600 lbs. per acre of a mixture made up as follows: 300 lbs. Sulphate of Ammonia, 300 lbs. Nitrate of Soda, 400 lbs. Dissolved Bone, 900 lbs. Super Phosphate, 100 lbs. Muriate of Potash. It is most important that foliage be thoroughly dry when applications are made and that any which lodges on the leaves be brushed off promptly. Applications in late summer tend to aid in the development of fruit buds, strong crowns and large leaf area per plant. Spring applications are not recommended except where land is very poor or where the plant growth has been weak the preceding fall. Where spring applications are made they should be put on before growth has started. It is sometimes best to make spring applications on two year old beds where the **fruit buds** formed may be plentiful but vigor not up to standard.

As a substitute for the fertilizers recommended in either late summer or fall, tankage, nitrate of soda, cotton seed meal, or any other organic nitrogen can be used very successfully. Nitrate of Soda acts the quickest of anything but is more likely to burn unless care is used in its application.

Fertilizer elements. We believe that most soils have sufficient potash for strawberries naturally present in them or left over from fertilizers applied to other crops. It is contended in some places that good results have been obtained by its use. We have included 2% of potash in our summer application for insurance only. We have never seen any direct benefit from its use. A fairly high percentage of phosphorus should be included in any fertilizer application for strawberries. Tests generally have shown a good response to its use. Nitrogen is the most important fertilizer element for strawberries. Contrary to popular opinion, the **proper amount** of nitrogen does not make berries softer except as it makes them larger. An **excess** of nitrogen will make berries softer and more subject to rot. The main reason for recommending summer applications to fruiting beds is that the nitrogen is used in stimulating fruit bud formation and strong crown development rather than a rank vegetative growth which is more likely from spring applications.

For Everbearing strawberries, fertilizers should be similar to those for standard varieties except that three or four applications can be made during the summer and fall to help increase size and quantity of berries ripening during that period.



Spacing Plan to Show Method. O = Plants Set. X = New Runner Plants. Spacing for Profit Would Not Be So Exact.

Soil Acidity and Lime

Strawberries grow best in a soil that is slightly acid. They grow satisfactorily in soils running from slightly sweet to moderately acid. They will hardly grow at all in soils that are moderately sweet or very acid. For those familiar with pH tests for soil acidity we can say that the optimum is from 5.7 to 6. The range of satisfactory growth is from 5 to 7 and they will survive within a range of 4 to 8. Experiments in Virginia and elsewhere demonstrate that strawberries will thrive under more acid conditions if there is a large content of organic matter. Where strawberries have been planted on soils that are quite sweet Ammonium Sulphate should be substituted for Nitrate of Soda in fertilizer applications. If lime is to be used to correct a very acid condition we would prefer to have it applied to the previous crop or at least during the fall preceding spring setting.

Even though strawberries are known as an acid soil crop, yet some soils are so acid that an application of lime will be of great help. On the other hand, unless excessive amounts of lime have been added, very few soils need be avoided on account of its lime content.

Cultivation

Uncover the buds. The plants should be cultivated and hoed soon after they have started growth after being set out. It is very important at the first hoeing to uncover the buds of any plants which may have been planted too deep or have become covered after planting. If this is not done very early many of these plants will die. Most of them will not recover in time to amount to anything even though they might live all summer. On heavy soils this is even more important and in some cases is the biggest single factor in failing to get a good stand of vigorous growing plants.

Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator. Frequent cultivation should be given even though weed and grass growth is not a serious problem. A survey of strawberry fields in Indiana reported in 1933, showed that fields which were given five hand hoeings and about eight horse cultivations produced an average of 125 24-quart crates per acre, while fields that were given 7-7/10 hand hoeings and 14-4/10 horse cultivations produced 299 24-quart crates per acre. This was for the first year. It is likely, however, that part of this increase was due to better care in other ways as well as more faithful hoeing and cultivating. In the South, where mulching is not needed for winter protection, cultivation in the spring before the mulch is applied has been recommended by some. It is important to remember that two cultivations made in time are much more helpful and much less work than one made after grass and weeds get bad.

Training

We believe the well spaced matted row is the most desirable system for getting the biggest crops of the **best berries**. From four to six plants per square foot are ample for fine results and we believe where they can be made early and strong plants developed that three or four plants per square foot would be even

better. We want to point out here that we do not believe the average grower can afford to be too fussy about spacing the plants any particular distance. We do believe, however, that the grower (or his help that does most of the actual hoeing) should realize that **from four to six early set runner plants per square foot of row is the optimum number and that any excess plants made are no better than weeds and just as harmful**. If this is kept in mind and the excess ruthlessly taken out, as weeds would be, a great deal can be accomplished with very little extra time and expense. The width of the spaced row can be at the grower's option, whether 12, 18, 24 or 30 inches wide.

Mr. Paul Gunby of Somerset County, Maryland, is a large and successful grower of strawberries, growing mostly Blakemore. Mr. Gunby spaces the new runner plants rather carefully about 8 inches apart until his rows are about two feet wide. On the later runners which are produced on the Blakemore variety quite freely, he uses a hayrake with prongs about four inches apart and rakes the runners to one side of the row, then cutting them off with a disc attached to the cultivator. He then reverses the direction of the hayrake, pulling runners from the other half of the rows and cuts them off with the disc as before.

Thickly set matted rows, although producing heavy crops with some varieties, have the following disadvantages as compared with well spaced matted rows. 1. Smaller total yield. 2. Smaller average size. 3. Berries rot worse in wet seasons. 4. Run down faster in dry seasons. 5. Allow less effective use of mulching materials. 6. Conditions for pollination more unfavorable. 7. Berries poor in quality. With thickly set matted rows, most growers notice that the largest and best berries are produced along the edges. For this reason the practice of cutting out a strip down the center of old beds when renewing is often practiced because it gives more edges. Spacing, of course, provides the effect of having edges all through the row.

Hill System, or Hill rows. Under the hill system of training plants are set closer together, all runners are kept cut off, and the original plant depended on to bear the crop. A variation of this is the hill row. In this system the original plants are set quite far apart (about three feet) and sufficient runners for two parallel rows are allowed to set to fill in the spaces, the new plants being rooted from eight- to twelve-inch intervals and the two rows being about 12 inches apart. This system gives the benefit of growing in hills but requires far less plants than under the hill system proper. Grown this way berries will average as large or larger than the spaced row, and if rows are kept closer together the production per acre may be almost as great. Probably the work of keeping the surplus runners removed will be less. The hill row system adapts itself admirably to the use of mulching materials. The hill system proper is not recommended except for Everbearers. The chief advantages of these systems are the same as for the spaced row with probably larger average size and better grade of berries but very considerably re-



Starting the Spaced Row. When Spaces are Filled Later Runners Are Cut.



Section of Spaced Row as it Looks in October. Note the Large, Robust Plants. These Crowns are Chock Full of Strong Fruit Buds.

duced yields as compared to the well spaced matted row system.

Blossoms should be removed from newly set plants as soon as they appear. To allow them to set berries and mature them involves a drain on the vitality of the plant. Removal of blossoms aids the plants in overcoming unfavorable conditions and in starting growth and runner production quicker, as well as helping Everbearers develop the vigor required to produce a crop of fruit so quickly after being set. This has much added importance when the extra fruitfulness of early formed runner plants is considered.

Mulching

A mulch is applied for one or all of several reasons: First, to guard against winter injury to roots and crowns by protecting them from the extremely low winter temperatures. Second, to avoid lifting the plants by the freezing and thawing of the soil in winter. Third, to keep the soil cool and moist and to retard or check growth of weeds and grass during the season when fruit is being produced. Fourth, to keep berries from being spattered with dirt by rain during fruiting season. Fifth, by delaying blooming it tends to prevent injury by frost in the spring.

Time of Application. Experiments have shown that plants gain in hardiness during the winter and are much more resistant to low temperatures in March than in November. Thus the mulch can be applied early and removed early even before the last freezes are over unless it is left to delay blooming either to escape late frosts or to aim for a better late berry market.

Dr. Roberts' experiments in Wisconsin, reported in 1933, indicated that the common practice of applying the mulch after the ground is hard frozen makes the work easier but may be too late to be fully effective. He obtained complete protection from an application made **before** first freezing weather but much injury to both crowns and roots from an equally heavy application **two weeks later** after a freeze had occurred.

Generally speaking, mulches are not needed for winter protection South of Washington, D. C. Also the danger from partial smothering is greater unless watched carefully. In some sections of the South a mulch of light straw or pine needles is applied after cultivation in the spring to give the other benefits of mulching if winter protection is not needed.

The amount of mulch required varies from one to four tons per acre. In removing the mulch the larger amounts should be raked up and removed from the field. The smaller amounts may be pulled to the center between the rows with enough left on them to work down between the plants in the row.

The practice of leaving a mulch on to avoid late frosts involves much risk, and should be attempted only by experienced growers or on a small scale.

Materials. Wheat straw and marsh grass are con-

sidered the best materials, but rye, pine needles, coarse straw manure and various kinds of hay or roughage can be used to advantage. A good practice is to use the materials which are readily available at a reasonable price.

Irrigation

Various forms of irrigation are used by growers in different sections. Overhead irrigation is used successfully in many places. In addition to supplying moisture, proper handling of this method may enable a grower to ward off light frosts by keeping a fine mist in the air on frosty nights. The big advantage, however, is in providing adequate moisture. The main disadvantage is that it wets the foliage and plants causing them to be more likely to rot than if kept dry.

Surface irrigation is used mostly in the west where water supplies are available for this purpose. Canvas Hose Irrigation is a new and promising method of irrigating small plots of garden crops as well as larger areas of strawberries. It has several advantages over overhead irrigation, chief of which are that water can be supplied at somewhat less expense, the foliage and fruit of plants are not wet and the method is flexible enough to adapt itself to any type of water supply. We have not used this method extensively ourselves but can give some information about it and supply the name of manufacturers to those who are interested.

In conclusion we want to point out that while irrigation is helpful it is not necessary for good results. Most of the good berry crops in this country are produced on good strawberry land that has been well filled with organic matter by the addition of stable manure or growing green manure crops.

Results from our variety-spacing experiments last year indicate that plant beds that have been kept thinned or spaced can produce much larger and better crops of berries on a limited water supply, or moderate rainfall than thickly set, matted rows of the same variety on the same soil.

Perfect and Imperfect Varieties

Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. Alternating plots of different varieties made necessary by one of them being imperfect are a nuisance to the grower at harvest time. In our price list perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

Spraying

Spraying is not usually necessary in growing strawberries successfully. Care in purchasing healthy plants, and in selecting varieties immune or resistant to disease and insects is much more important.

Mulching strawberries.

Winter injury occurs early. Mulch before hard freezing unless snow has already given the beds some protection. Two to four tons per acre of straw will be sufficient.



Steps Which Lead to Profit

1. Select good soil, well filled with organic matter for your strawberry planting. Give it careful preparation including nitrogen and phosphorus fertilizers if needed.

2. Choose the best varieties and get good plants to start with. Set them as early as the soil can be worked. The beneficial results of early setting have been thoroughly demonstrated.

3. Start cultivation early and save the first runners. Care should be taken at the first hoeing to uncover any buds that are not free. Tests have shown that runner plants made in June have yielded as much as fifteen times as many berries as those made in September and October.

4. Some attention to thinning or spacing will pay if plants are becoming thick and crowded on the rows.

5. Apply fertilizer as a top dressing in late August or September except on land that is very rich and the beds have made a very vigorous growth.

6. Apply a mulch if needed and do it early enough. Injury often occurs in cold regions before the first hard freeze. If the mulch has been applied by that time injury to both crowns and roots has been prevented.

7. Where a water supply is available, **irrigation** will be a big help. Selection of springy land or soil well filled with organic matter will help off-set lack of irrigation.

8. The things mentioned above are mostly within the growers control. If they are done properly a good crop of berries is fairly sure. Good crops of nice berries can almost always be made to yield a profit.

Spacing or Thinning

Recent experiments have shown that the total yield of berries in the spring is governed by the number of leaves per plant the preceding fall. Where plants are allowed to become very thickly crowded on the row it is impossible to develop a large leaf area per plant and hence the yield will be decreased. Thinning or spacing will give room for better development of the individual plants with a much larger individual leaf area.

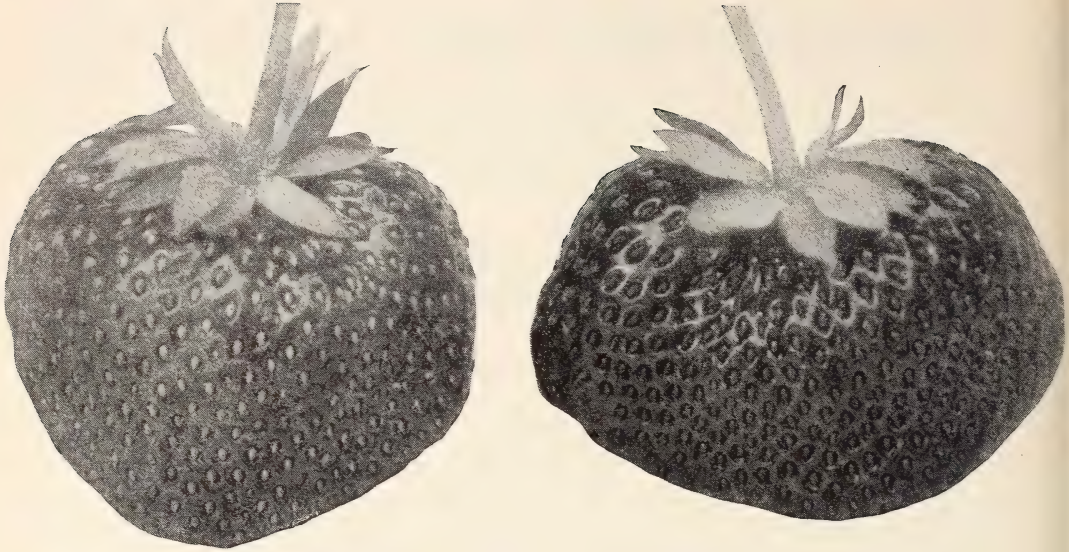
Carefully conducted experiments on our own farms as well as other places under the supervision of scientific men have shown definitely that spacing increases total yield, size, grade, and keeping quality of berries. These things were improved more with 11" or 12" spacing than with 6" or 7".

Varieties like Dorsett and Blakemore which make very thick matted rows of small plants give more response to spacing or thinning than varieties like Fairfax which make large, strong plants and not so thick on the row.

In dry seasons, spaced or thinned rows will produce far larger crops of better berries than those that have been allowed to remain very thickly set.

From four to six plants per square foot of matted row are not too few. There is some indication that a smaller number would be better.

Growers should not be too fussy about exact distances in spacing, but some attempt to restrict the number of plants should be made when that number becomes excessive. Much of this can be done when the plants are hoed without very much extra cost. If those who do the hoeing could be made to realize that extra plants are nothing but weeds the problem would be simplified.



Typical first berries of Fairfax. They really get this large

FAIRFAX

Supreme in Quality

In our experience, nine people out of ten who have eaten Fairfax say it has the best flavor and quality that they have ever known in a strawberry. They are so good that when once tasted, buyers almost always come back for more. Fairfax berries should be sold by name. In regions where many berries are sold on roadside markets, Fairfax has become so well known and is so well liked that growers are getting from five to ten cents per quart more than for other varieties. People who can afford what they want drive out from nearby towns and pay high prices for this berry.

FAIRFAX FINDS FAVOR

Fairfax has definitely arrived. We have had a larger number of enthusiastic reports from this variety than any kind we have ever sent out. It is so large, so pretty, and so delicious in flavor that it is making new friends everywhere. The following are taken from letters written to us about this fine berry.

"—Two years ago I ordered a few Fairfax and Dorsett plants. This year I had quart after quart filled to gospel measure with thirty berries. I am still excited about both Dorsett and Fairfax although I have been growing berries for forty years." Mr. G. O. Hazlett, Fulton Co., Ind.

"—Fairfax is a jewel indeed." Mr. C. R. Smith, Harrison Co., Iowa.

"—Never have I eaten anything so delicious as the Fairfax, and my friends who tried them all agreed with me." Celestia Lapham, Middlesex Co., Mass.

"—We bought Fairfax from you the year you sold only 100 to a customer. I never saw such berries. They were the largest and most perfect I ever saw. Too much cannot be said for the Fairfax. Mr. Richard B. Hipple, Perry Co., Pa.

"—My Fairfax plants were nice and strong and the berries were something grand. Lula Rowlett, Jefferson Co., Ind.

Origin and Habit

Fairfax is one of several good varieties originated by Dr. George M. Darrow and his Associates of the U.S. Department of Agriculture. It is a cross between Premier and Royal Sovereign. From the Royal Sovereign Fairfax gets its outstanding quality. From Premier it gets healthy foliage and freedom from disease. In vigor of plant growth Fairfax far surpasses either of its parents. Fairfax makes a

moderate number of large, strong plants rather than a great number of smaller ones. For this reason Fairfax will do well with a minimum of thinning and spacing although it responds wonderfully to them. We have seen individual plants almost as large as a bushel basket with a very heavy crop of large, beautiful berries.

Productiveness

Fairfax plants have a heavy crown and make large, strong fruit buds. The pollen is produced abundantly and is very strong and fertile so that unless the pistils have actually been frozen a set of fruit is practically assured with this variety. Fairfax plants are very vigorous and very productive. Yields at the rate of eight to ten thousand quarts per acre are frequent and higher yields are sometimes made. Under favorable conditions, Fairfax is fully as productive as Premier with berries larger, firmer, and far better in quality.

Season of Ripening

Fairfax berries ripen medium early. In the latitude of Maryland and Virginia they are two or three days later than Premier and Dorsett. Farther north there is a greater difference in the ripening period, as they start a week later than Premier in in some seasons.

Size of Berries

Fairfax berries average very large in size, probably fully as large as Chesapeake or Catskill. They do not set quite as many blossoms or berries as Premier but when grown under good conditions the average size of Fairfax will make the total yield just as much as Premier. It has been found that this variety, whether grown in matted rows or in spaced rows can make use of rather heavy applications of fertilizer and in doing so size up the very last berry on the flower cluster to a good marketable size. Fertilizer for this purpose should be applied during the summer or early fall, at least several weeks before freezing weather.

Firmness

Berries of this variety are firmer than any of the standard kinds and they stand shipment very well. Fairfax berries are never mushy—you have to bite them. They offer a pleasing resistance when eaten. When foliage and fruit are wet no berries will keep long, but Fairfax will do better than most varieties. When these are dry Fairfax will keep for several days, in fact longer than any variety we know.

Appearance

Well grown Fairfax berries are very beautiful in appearance. They have a bright green cap and a beautiful rich red color. At the proper picking time they are about the color of Chesapeake. Afterward they turn a little darker red, and when fully ripe resemble in color and finish a piece of highly polished mahogany. After that they become much darker and get almost to the color of a purple plum before they finally break down and decay. During this period the quality is very fine but the dark color is not liked on many markets. However, commercially grown Fairfax, properly handled are not too dark even for wholesale markets. (See table of prices on this page).

Adaption

Fairfax is at its best in about the latitude of Virginia, Kentucky and Missouri and the states farther north. They are grown successfully south of those states, usually doing their best on very rich land and in higher altitudes. As stated elsewhere in this Berry Book, Fairfax under favorable condi-

tions will produce as many quarts of berries as Premier. In sections farther North Fairfax seems to become less adapted and Premier more adapted so that in those latitudes Premier generally out-yields Fairfax. Many growers are finding that the extra size and quality of Fairfax make them bring enough more so that Fairfax is still more profitable than Premier.

Who should Grow Fairfax? All but one.

Fairfax should be planted in home gardens throughout all the territory where it is in any way adapted.

The high quality of the berry makes it a logical choice also where berries are to be sold on the roadside market, at the farm, in grocery stores, or other local markets. Wherever the grower is fairly close to the consumer so that the quality can be used as a sales point, Fairfax will sell at top prices. This variety should always be sold by name so the buyers who eat it and like it will know what to ask for when they come back.

Commercial growers who produce fancy strawberries and cater to a select trade, whether on small markets or in the wholesale markets, will find Fairfax profitable. The size, quality and attractiveness of the berries, as well as their keeping quality, will help them bring top prices. We refer again to actual sales of commercially grown Fairfax shipped several hundred miles, outselling the best of the berries from North Carolina throughout the season. (See table below).

The one group of growers to whom Fairfax is not recommended is the group which grows berries on an extensive rather than an intensive scale. They often do not have time to give adequate supervision to the pickers and the berries that are ready are not picked off the vines cleanly. When the next picking is made these berries that were left will probably have become quite dark and when mixed with the newly ripened ones do not present an attractive appearance. If some thinning or spacing of the plants in the rows has been practiced and careful supervision is possible then Fairfax is a profitable berry and a large acreage will mean large profits.

Price list, page 35.

Sales of North Carolina Strawberries New York Market 1937 Season from U.S.D.A. Market Reports

	Mis- sionary	Blake- more	Fairfax
Wednesday, April 28	12—15c	12—17c	20—25c
Saturday, May 1	15—18c	15—18c	18—24c
Wednesday, May 5	14—18c	15—18c	22—25c
Friday, May 7	15—20c	17—20c	30c
Monday, May 10	13—16c	13—16c	15—20c
Tuesday, May 11	12—16c	12—15c	15—25c
Thursday, May 13	11—15c	9—15c	15—23c
Saturday, May 15	10—15c	13—17c	17—25c
Monday, May 17	10—14c	12—16c	16—20c
Wednesday, May 19	8—11c	10—12c	15—20c
Thursday, May 20	9—12c	10—15c	15—20c
Friday, May 21	10—12c	10—14c	18—20c
Saturday, May 22	10—13c	12—15c	17—20c
Monday, May 24	10—13c	10—14c	15—22c
Thursday, May 27	7—9c	7—9c	12—15c

DORSETT



The Most Profitable Early Berry for Us

Since Dorsett was first introduced in 1933 we have found it our best money making early berry. Previous to that, Premier was the best early berry. Dorsett has been equally as productive and the berries have been larger, better looking, much better quality, and better shipping berries than Premier. They have also sold for higher prices and given us greater profit per acre. Like Fairfax, Dorsett has exceptionally high quality and this variety should always be shipped and sold by name so that buyers can call for it and know what they are getting. Before Dorsett was introduced, buyers and shippers from this section had trouble with Premier when shipped under refrigeration. Dorsett has proved well adapted to refrigeration, and dealers or others who have ice box facilities can keep Dorsett for several days in good condition. In the sections where it is adapted, growers who are in the business for profit should not overlook this variety.

Origin and Habit

Dorsett is a cross of Premier and Royal Sovereign. From the Royal Sovereign Dorsett gets its high quality; from Premier the healthy foliage and freedom from disease. It is much more vigorous than either parent as is often the case with hybrids. Unlike Fairfax, which makes a small number of large plants, Dorsett produces large numbers of runners and new plants. When grown under favorable conditions Dorsett must be spaced or thinned in some way for best results.

Although tremendously productive when conditions are right, Dorsett does not seem to have as strong a fruiting cluster or pollen as either Premier or Fairfax. This indicates why some thinning is so important, and also why Dorsett responds so well

to applications of nitrogen and other fertilizers in late summer or fall. At this time the fertilizer helps build up large, strong crowns and vigorous, well developed fruit buds which will be easier to pollinize for perfect fruit. Late spring fertilization is not recommended for Dorsett unless the growth is very weak. Nitrogen fertilizers applied in spring will normally make Dorsett somewhat too vegetative and thus reduce the crop. Grown properly, Dorsett will produce big crops and big profits for the grower.

Season of Ripening

Dorsett ripens early, with Premier and Blake-more. When conditions are right for a heavy crop to be set, Dorsett lasts through a long season, holding on until most of the late varieties are about through.

Quality

Dorsett stands at the top in quality, better than any other commercial kind except Fairfax. For this reason Dorsett is one of the best varieties for the home garden and for local markets. It also emphasizes the need for labeling the variety for shipments to wholesale markets. When sold by name buyers will come back for more and eventually help the sale for those who grow the variety.

Size and Productiveness

As stated previously, Dorsett is one of the most productive early berries we have ever seen when grown under conditions favoring it. Yields of eight to ten thousand quarts per acre are not uncommon. Of course not all the berries are as large as the very first ones, but the plant is vigorous enough to size the entire crop up to a very satisfactory, marketable size, larger on the average than Premier.

Color and Firmness

Dorsett berries have a bright red color, somewhat darker than Blakemore, but not as dark as Fairfax. The berries show up most attractively in the package and the light color is maintained to a marked degree, even after the berries get quite ripe. The berries are firm enough to stand shipment to distant markets and arrive in good condition. From this section berries are shipped mostly by truck. They

are picked one day and go in the market the next morning. On holidays and Sundays berries can be kept in storage at temperatures slightly above 32 degrees and will carry over a day or two in very good condition. Dorsett is a satisfactory shipping berry as well as a home garden and local market variety.

Adaptation

Dorsett does best in Maryland, Delaware, New Jersey, Pennsylvania and states of similar latitude. We have seen some very excellent results in the Cape Cod section of Massachusetts, in Southern Connecticut and in the lower Hudson Valley. Excellent results with Dorsett are reported from Missouri, Kentucky, Iowa and even as far north as Wisconsin and Minnesota. South of Virginia Dorsett should be grown in higher altitudes for best results. On the Southern edge of Dorsett territory Blakemore will be found to be the main competitor as a shipping berry. In sections north of Pennsylvania it must be admitted that Dorsett is not entirely satisfactory. It seems more susceptible to late frosts than either Premier or Fairfax and when grown far north should be given plenty of winter protection and it should be applied early in the fall before the first hard freezing if possible. In New England and New York, Premier is at its best and will probably give way very little to Dorsett. In the middle Western states there has been some trouble in getting a satisfactory bed of Premier. Dorsett has proved to be more vigorous and also more resistant to frequent drought than Premier and will probably replace it to some extent in that area. We want to repeat that when grown under conditions to its liking, no variety we have ever grown will equal Dorsett in all around value.

Dorsett Complete Berry for Home Gardens

Worcester Co., Md. Jan. 7th, 1937. A word for Dorsett as a berry for the home garden. This one variety is all that need be planted as it bears freely throughout the season to the very end of Chesapeake. In a dry or in an average season it positively will not rot, thus enabling one to have berries as ripe as desired. Quality all that could be desired.—Mr. W. H. Ocker.

Finest Berries He Ever Saw

Essex Co., Mass. Oct. 7th, 1937. Two or three years ago I bought from you Fairfax and Dorsett strawberry plants. From those plants I have raised some of the finest berries that I ever saw.—Mr. N. N. Chubb.

Wonderful Success with Dorsett and Fairfax

Essex Co., N. J. June 17th, 1937. In the spring of 1936 I planted some of your Dorsett and Fairfax plants. I had wonderful success with them. Some of my friends are very much interested. Would you be so kind as to send me two of your books to give them?—Mr. Geo. T. Hatt.

So Well Pleased She Wants More

Delaware Co., Pa. June 14th, 1937. We have been so well pleased with the Dorsett plants we got from you last spring, we would like to put in some more, also a few Chesapeake for a little later berry.—Mrs. M. McMinn.

Good Crop

Canyon Co., Idaho. January 26th, 1937. Two years ago I got about 3,000 strawberry plants from you (Dorsett, Fairfax and Chesapeake) and set them about March 11th. Had some hard frosts after that and my plants looked awfully sick, but came out of it after a while. Had a good crop of Dorsett and Fairfax last June but Chesapeake did not do so well. They had very few runners.—Mr. W. J. Grant.

Price list, page 35.



Dorsett Berries Look Well in the Package

Dorsett and Fairfax His Favorites

Calvert Co., Md. March 19th, 1937. I have bought plants from you for four years and never had one to die. They are such strong plants. The Fairfax and Dorsett are my favorites. Want to try some Catskill this year. Thanks for catalog.—Mrs. David L. Cox.



It Will Pay You 10

1. True to name. You get the kind you want and pay for.

2. They are good plants with strong crowns and well developed root systems, full of pep and vigor.

3. Good soil is used to grow them, a well drained sandy loam, well adapted to strawberries and from which plants can be removed with a minimum of injury to the roots.

4. Full count of good plants is assured by our system of grading out the weak, poorly developed ones. Not all as large as the specimen plants shown here, but each a good plant of the variety.

5. Careful Handling keeps them from undue exposure to sun and wind and thus they retain their vitality.

6. Clean and straight. Plants with dead leaves and runners removed, bunched



Buy Allen's Plants

Evenly with roots straightened makes setting easier, quicker, and better.

7. Proper packing enables the plants to reach you in good growing condition, fresh and moist, but not rotten nor dried up.

8. Promptness. Plants are usually shipped within a day or two of date specified, but as they must be freshly dug, bad weather may occasionally hold up shipments for a few days.

9. Prices are fair for the quality of plants shipped. Good plants at reasonable prices are best for everybody.

10. Experience. Fifty-three years' experience in growing and selling strawberry plants helps us in our efforts to send you good plants which will give you good results. Let us have your order and we will not disappoint you.



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PREMIER

Frost Proof **HEAVY YIELD ALWAYS**

PREMIER *No Crop Failures*

Premier is a sure cropper, widely adapted and tremendously productive. For sheer hardiness and persistence in producing a crop every year regardless of conditions, no other early variety ranks with Premier. It has so many good qualities that it spread in popular favor very rapidly and soon replaced most other early berries except in the far west and far south. Since it was introduced in 1915 Premier has become recognized as the one early berry which any new variety would have to surpass in order to become established. At their best Dorsett and Fairfax will equal Premier in productiveness and surpass it in quality, size, firmness and appearance of the berries. Premier is a native of Massachusetts and is at its best in northern regions. While this variety will produce very large yields as far south as North Carolina, these southern Premier are not as firm nor as good in quality as those grown farther north. We believe Dorsett, Fairfax and Blakemore will replace Premier to a large extent in regions where they are best adapted, but in the northern states Premier will be and should be retained as a leading commercial variety until the others have proved their value. Premier is a grand old variety, well worth the high place given it.

Plant Growth

Under favorable conditions Premier makes plenty of plants for a well set matted row, even where no thinning or spacing is practiced. In some parts of the mid-west, however, it is becoming increasingly hard to get a satisfactory bed of this variety. Under those conditions the earlier the plants can be set and the better the soil prepared, the greater the chances of getting a satisfactory growth. The foliage is very healthy, no variety being more free from foliage diseases.

Frost Proof

Of all the varieties now being grown, Premier stands at the top in sheer hardiness and ability to stand low temperatures. In the twenty-two years we have been growing Premier it has never missed a crop. The blossoms are protected by the leaves close to the ground. They are produced in great abundance and they are very hardy and easy to set. With this combination of qualities Premier plants seem bound to set enough for a good crop under practically any weather conditions.

Size and Productiveness

Premier stands at the top in productiveness. In fact, unless something happens to reduce the number of blooms there are entirely too many set. On poor land or in dry years many will be so small that they cannot be marketed. On good land with plenty of moisture

during the fruiting season, when all of the berries attain a good marketable size, Premier produced record breaking crops. The berries average medium in size, but run down toward the end of the season unless the ground is rich and plenty of moisture is available.

Color and Appearance

Premier berries are a medium red in color, getting quite dark as they get riper. They have a medium size green cap which generally stays green throughout the season. They are very handsome in appearance, and show up well in the package.

Firmness

Premier berries are moderately firm. They are not as firm as Blakemore, Missionary, Klondyke, Fairfax or Dorsett. However, they will hold up for local market and shipping considerable distances by truck. They do not seem to be suited for shipment under refrigeration. Close attention to picking when it should be done will help in having berries that will carry to market in good shape.

Quality

Premier berries are of good quality. They rank up well with most of the old standard varieties, but are not quite as good as Wm. Belt or Chesapeake. They are far inferior in this respect to Dorsett and Fairfax, but for markets where quality is not considered they sure do produce the quarts. As stated above, Premier

berries grown in New England and other northern states are better in quality as well as in firmness than southern berries of the same variety.

Premier is Safe

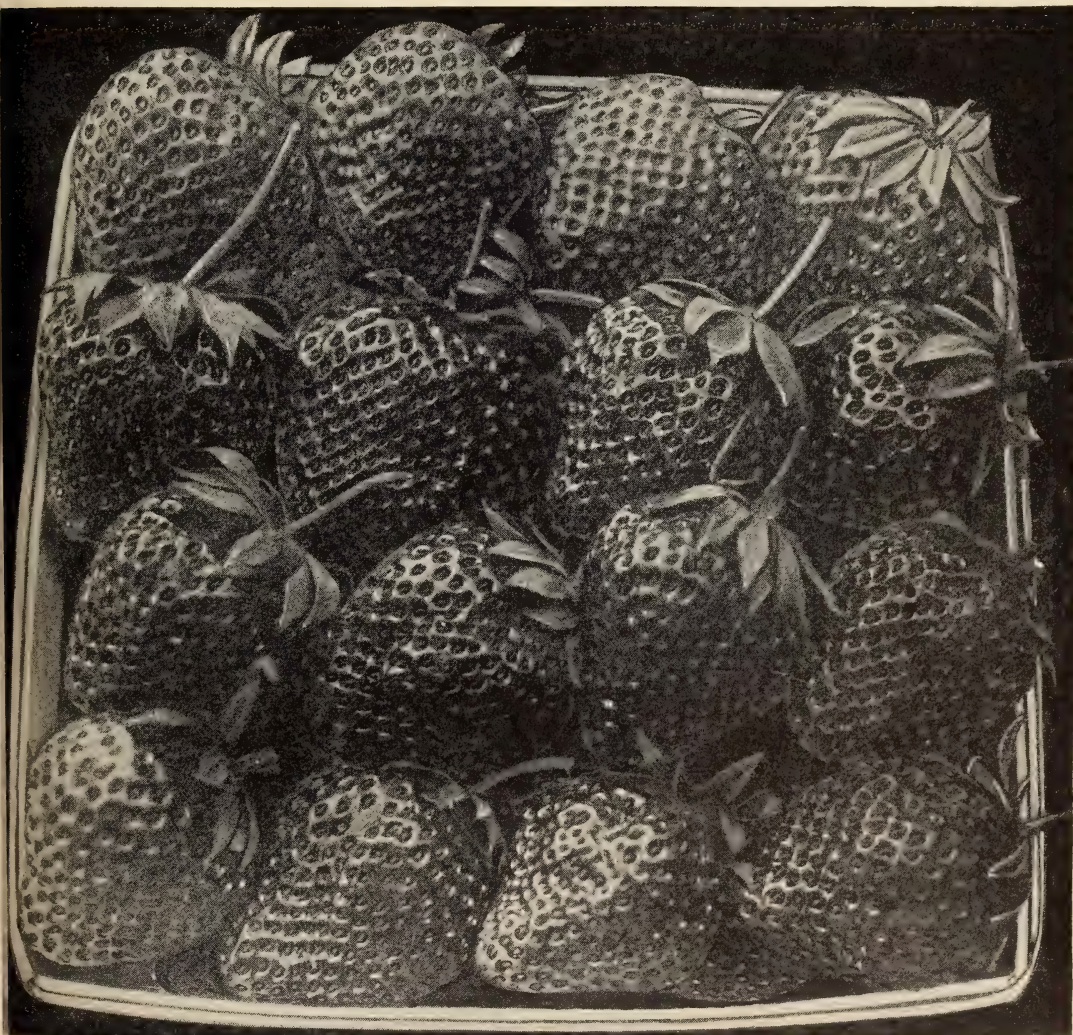
For the grower in localities subject to late frosts where winter temperatures are severe, Premier is safe because it will bear a crop under those conditions. To make the crop better we suggest some thinning if the rows get badly crowded, and early mulching to prevent injury from early fall freezes. We have an excellent lot of Premier plants which we are confident will produce good results for those who are still growing this fine old variety. Most of the records for high yields and large profits have been made with Premier. Price list, page 35

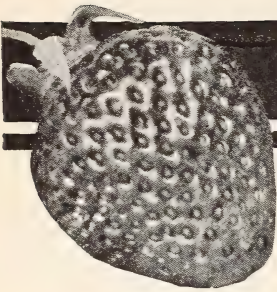
Never a Crop without a Profit

Saratoga Co., New York. Jan. 12th, 1937. My income from Premier year after year is hard to beat. In the spring of 1932 I set 800 Premier plants. From them the next spring we sold 1,804 quarts of berries. This does not include any that the family used or that we gave away. We have never had a failure with the Premier. By that I mean we have never had a crop of them that did not return a profit.—Mr. M. R. Cook.

Southland

is the first high quality berry particularly adapted to Southern conditions. It is far better in quality than Klondyke, Missionary and Blakemore which are the varieties grown in large quantities and shipped to Northern markets. Southland berries average large in size and are very attractive in appearance. The flesh is firm but the skin somewhat tender. They can be shipped considerable distances but will not hold up as well as Blakemore. Southland is almost as good in quality as Dorsett and Fairfax. For this reason it should prove to be a valuable local market berry for many sections of the South, and an ideal home garden berry for families where high quality in strawberries would be appreciated. In the North the foliage stays greener through the winter than any other variety. In the South it stands up under hot suns unusually well. In the latitude of Maryland, Southland is one of the earliest berries we have when the crown bud crop is not killed. These blooms come out so early, however, that in the North they are very likely to be caught by late frosts. Strangely enough, from North Carolina and farther South, the Southland is a late berry which comes in a little later than either Missionary or Blakemore. Good results from Southland have been reported from North Carolina, Tennessee, Texas and other southern states. Price list, page 35.





BLAKEMORE

EARLY
SOLID • PRODUCTIVE
A Great Shipping Berry

Blakemore is one of the greatest shipping berries that southern growers have ever had. Throughout southern shipping areas where Klondyke and Missionary have been so widely grown, Blakemore has spread almost like wildfire. Even as far north as Maryland and Virginia where Premier was formerly the main early shipping berry, Blakemore has almost completely displaced the Premier. Blakemore is a cross of Missionary and Premier, ripening a little earlier than either of its parents. It was introduced several years ago by The U. S. Department of Agriculture. Many outstanding qualities make Blakemore the great shipping berry that it is.

Vigor

It is a vigorous grower, making lots of plants and a rank, healthy foliage that stands up through the fruiting season whether it is wet or dry. On good soil Blakemore makes so many plants that they must be kept thinned for best results.

Productiveness

The plants are very productive, often producing as much as ten thousand quarts per acre, and the record indicates that it is fairly frost resistant.

Color and Firmness

The light color and firmness of the berries make them very attractive to buyers. If picking has been delayed by rain or other causes the berries retain their light color so well and stand up for so long that the crop can easily be harvested with very little waste.

Size and Quality

In size, Blakemore berries do not run large unless the plants have been kept thinned or spaced. They make so many plants normally that the berries are medium to small, especially in a dry season. They are rather tart in quality, making them very desirable for jams, jellies, etc., although not of high quality when eaten fresh. Blakemore is one of the favorites with commercial firms who use strawberries in various manufactured products

Adaptation

Blakemore is adapted to southern and middle states and has been generally unsatisfactory in the north, al-

though occasional growers in the north report good results with it. It cannot be recommended for that region.

Yellows

Blakemore is subject to yellows, or Golden Leaf as it is sometimes called. Certain stocks of Blakemore containing infestation of crimps or bud nematode have also been disseminated widely. Our own stock is entirely free from crimps and has a minimum of yellows. Our planting stock was taken from a field which our State Inspector said was the cleanest he had seen. This stock was carefully selected and the fields have been carefully rogued by State men several times during the season in the effort to clean the stock entirely. We believe this to be the freest from yellows of any stock you can buy even though it cannot be guaranteed 100% free as yet.

A Money Maker

Blakemore has proved to be the best money maker for many strawberry growers in the region where it is adapted. Its vigor, size, productiveness, color, and shipping qualities make it an ideal shipping berry for the average grower who sells the berries at a local auction or ships them to the general market without attempting to produce an extra fancy product which will bring an extra high price.

Set Good Plants

We have seen yellows and crimps reduce the crop of Blakemore by as much as one third. We believe it will pay growers who plant this variety to get the best plants available and **we believe that we have them.** Price list, page 35.

Other Early Varieties

Bellmar

This variety is a seedling of Premier and Missionary and ripens about the same time as those varieties. As compared with Premier, the berries are about the same size but are somewhat darker, firmer, and of better quality. The plant makes a vigorous growth and under good conditions is very productive. Bellmar foliage does not stand up as well under hot, dry conditions as either Premier or Blakemore. When the foliage fails, the berries, of course, run down quickly. Small berries of Bellmar are somewhat unattractive because the caps are so large. We feel that in the latitude of Maryland or Pennsylvania

Dorsett or Fairfax would prove much more satisfactory. Farther north Premier would be better. We have a stock of nice plants for those who want to try Bellmar. Price list, page 35.

Clermont

A New York Station seedling of Marshall and Premier. It has been highly praised in some sections of the North. In New York state it bears a heavy crop of large, smooth, bright glossy red berries with an attractive green calyx. With us it makes a strong vigorous fruiting bed but the foliage does not stand up, nor do the caps remain.

green. Well worth trying in the North but not recommended for regions further South than Pennsylvania. Culver is better and Catskill far better in this latitude than any others of the New York Station seedlings, most of which rust badly this far South. Price list, page 35.

Howard 17 (Premier)

This variety is identical with Premier and the same description applies. Many growers feel that Mr. Howard, who originated this variety, has not received the credit due him for it, but the facts are that it was introduced as Premier and advertised extensively under that name, so that most growers, except in New England, know it and buy it as Premier. For full description, see Premier, page 20. Price list, page 35.

Klondyke

The leading market berry in many sections of the South. Uniform in shape, medium size, light in color, and an excellent shipping berry. Plant growth is vigorous but only medium in productiveness. Berries ripen evenly all over and this, with the uniform shape and firm texture, has made Klondyke a favorite with canners and preservers. We believe Blakemore to be superior to Klondyke in every particular. However, if you want Klondyke plants we have some good ones. Price list, page 35.

Missionary

Leading berry in Florida and popular in other Southern States. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The

berries are medium in size, dark red in color, rather tart in quality and attractive in appearance. It is a very good shipper and also a favorite with the "cold pack" or "juice" men. We believe that Blakemore will prove better than Missionary in all the Missionary territory except Florida, where Blakemore in many cases is not living up to early indications of superiority over Missionary. Price list, page 35.

Narcissa

Released in 1933 by the U. S. Dept. of Agr., it is a seedling of Howard 17 and Royal Sovereign, the same parentage as Dorsett and Fairfax. It has not been tested widely in the East, but is said to be showing up well in the Northwest. Narcissa makes as many plants as Dorsett and Blakemore. It is thought that this variety will prove valuable in the East where plants are kept well spaced with runners restricted to four to six plants per square foot of row. In quality the berries rank about with Fairfax and Dorsett. Berries rather small under thick row conditions but worth trying on account of the vigor of the plant and quality of the berries. Price list, page 35.

Senator Dunlap (DOCTOR BURRELL)

An old standard variety that has been widely grown in the middle and northern states for many years. It has partly been replaced by Premier because Premier berries are larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality. Excellent for canning. Price list, page 35.

Midseason Varieties

ABERDEEN

Aberdeen makes a vigorous, healthy plant and produces very large crops of good sized berries. The berries have a bright green cap and a light color which makes them very attractive when they reach market in good condition. The light color continues even after the berries start to break down. However, the berries are so soft that they should only be grown where the market is close at hand. They do not stand shipping very far. In our opinion nearly all growers who raise Aberdeen would find Catskill more profitable and we recommend a trial of it to replace or supplement Aberdeen. One grower from New Jersey writes us that when Aberdeen are allowed to fully mature on the vines they are able to get them to market in such good condition that the chain stores pay them a premium because of their size and bright attractive color. We have had others who grow Aberdeen successfully tell us that it is distinctly a berry for heavy ground. In this latitude (Eastern Maryland) most of the berries are grown on sandy loam soil and the sun often gets quite hot during harvest season. Under these conditions Aberdeen is not a berry to recommend. It gets soft so quickly, does not stand shipping and sun scalds easily. Many growers in the North, where soil conditions are right and the market close at hand, find that the great productiveness and light, attractive color of Aberdeen and large size of the berries make it one of their most profitable kinds. We have a nice stock of plants for those who know and want Aberdeen. Price list, page 35.

Culver

A New York State introduction. Does better here than any of the other New York State varieties except Catskill. The plants are very vigorous and healthy and the berries are large, beautiful red color with bright green caps. The berries are fairly firm, considerably darker in color than the Clermont, and red to the center. Culver is certainly worthy of a trial. Price list, page 35.

Glen Mary

An old standard variety, well and favorably known to many strawberry growers in the North. Not recommended generally but for those who know and like it we have a nice stock of plants. Price list, page 35.

Red Heart

This variety is recommended primarily as a canning berry for the Pacific Northwest. It is the firmest of any variety known, being even firmer than Fairfax. The berries are rather tart which makes them desirable for canning and preserving. The flesh is of a deep, rich, red clear through. Red Heart has not been generally successful in the East as the foliage does not stand up through the fruiting season. Price list, page 35.

Pathfinder

Formerly known as New Jersey No. 35, and originated at the New Jersey Experiment Station. The berries ripen a few days after Premier and might be considered either early or midseason. With us it makes a vigorous, healthy plant growth, sets a tremendous crop of berries. They are medium in size, uniformly smooth and regular in shape and rather dark in color. Berries are moderately firm and of good quality. Recommended for trial. Price list, page 35.

CATSKILL

Best MIDSEASON BERRY

Catskill will produce a larger crop of bigger berries than any midseason variety we know. As a sure cropper it ranks next to Premier. Catskill has not been on the market as long as Premier, but during the four years we have known it as a named variety, and two or three years as a seedling, we have never known it to miss a crop. The highest record of marketable berries that we know of in this section was made with this variety. We believe Catskill will produce more quarts per acre and berries of larger average size even than Premier. No variety since Premier has proved universally satisfactory and profitable over so wide a territory as Catskill. Growers in all sections except far South can plant this variety with confidence of good results.

Origin and Habit. Catskill is a cross of Marshall and Premier, introduced in 1934 by the New York Experiment Station at Geneva, New York. Catskill makes a large, strong plant and sends out plenty of runners to make a good fruiting bed under nearly all conditions. Under very good conditions some spacing or thinning would pay. The foliage usually shows a small amount of leaf spot but this has never been serious enough to interfere with bringing to maturity the enormous crop of fruit which Catskill bears. The berries are borne on very strong, rather long fruiting stems which makes the berries easier to get at in picking.

Size and Productiveness. As stated above, we know of no variety, early or late, which will produce as many quarts of berries of as large an average size as Catskill. Catskill has been practically frost proof. Its record of consecutive crops is not as long as that of Premier, but so far it has not missed, regardless of how severe the conditions were.

Color and Attractiveness. The berries are bright red in color and make a very nice looking package. They do not get much darker as they become riper. The

largest berries have a rather rough surface, sometimes creased, but this does not seem to detract from their nice appearance. Tests show that consumers rate Catskill equally as attractive as Fairfax or Dorsett even though the surface of the berries is not as smooth. Catskill berries bring top prices.

Firmness. As a shipping variety, Catskill is entirely satisfactory. The berries are firm enough to stand shipment to distant markets and arrive in good condition. They rank about with Chesapeake and Lupton in this respect.

Quality. Catskill berries are very good in quality, ranking with old favorites like Chesapeake, Wm. Belt, Big Joe and others. They are not quite as good as Dorsett and Fairfax, but they are good enough to become favorites on many markets, even local markets and roadsides when customers can be very critical.

Season of Ripening. Catskill starts ripening about midseason, but the crop is so large and is borne over such a long period that some growers use it to cover both the midseason and late period. Catskill will still be bearing nice berries when some of the later varieties are about gone.

Adaptation. Catskill should be grown as the main midseason berry in all the northern territory where Premier is the best early berry, and farther south where Dorsett and Fairfax surpass Premier. As far south as North Carolina Catskill will produce tremendous crops and yield large returns for the grower. We feel safe in saying that regardless of previous trials growers will be safe in planting this variety. Price list, page 35.

They Grab after Catskill

York Co., Pa. October 28th, 1937. I want to send a word of appreciation for the Catskill. For size, color and ready-selling qualities they are the berries. For myself I like the Fairfax best but my customers grab after Catskill. I shall give you an order later for more plants.—Mr. R. V. Dey.

Catskill Better Than Color Plates and Claims

Van Buren Co., Mich. Feb. 8th, 1937. The Catskill plants I got of you were wonderful, averaging fifteen inches high in a dry year and many were much larger, and every plant seemingly determined to put to shame the most extravagant claims, and color plates in the catalogs. Dorsett, Fairfax and Catskill brought five and six cents a quart more than Premier, Blakemore, and other old varieties; I tried out eighteen varieties, and am dropping them all but these three.—Mr. E. D. Scott.

High Yields in Wisconsin with Catskill

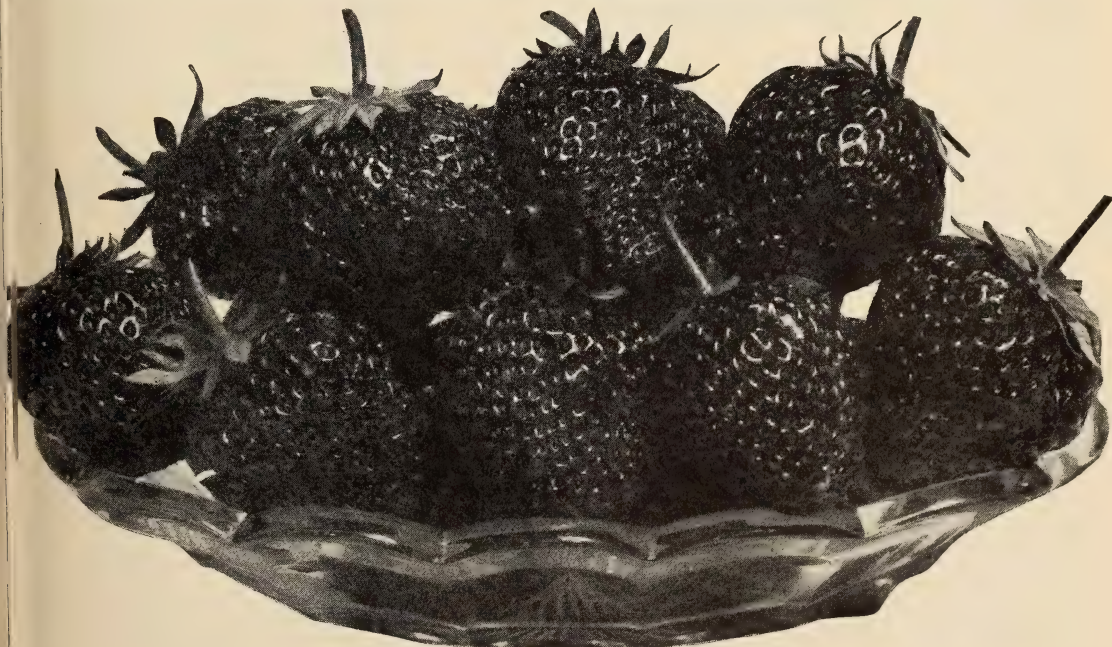
Mr. H. H. Harris of Wisconsin writes in Wisconsin Horticulture for July-August 1937 as follows: "The Catskill was surely a wonderfully productive berry again this year. Mr. Victor Orchard says he is going to set an acre next year. They seem to carry well. They have rather a tough stem to pick and are inclined to pull off some of the unripe fruit. The heavy loaded stems are often a foot tall and fall over in the paths. They look nice in the crate. A test row of Catskill 84 feet long produced 85 quarts, or at the rate of 664 crates per acre. This was the highest of five varieties in the test."

BIG JOE

For years Big Joe has been the leading midseason variety in many areas and has been a great money maker. In sections or under conditions where Big Joe is at its best, it is very fine, bearing a heavy crop of large, very pretty, fine quality berries which usually bring top prices. There are some conditions which do not suit Big Joe and when grown under those conditions it is apt to be disappointing. In areas where late frosts come at blossoming time, Big Joe will have the crop cut severely and those that do survive will make knotty berries with hard, green tips. Until Catskill was introduced Big Joe in spite of some weaknesses was the best all around midseason variety we had. Big Joe is good enough so that growers who have been planting it with good results are entirely justified in continuing it as their main midseason variety while trying out some of the Catskill. Price list, page 35.

Popular in Minnesota

We again quote from Wisconsin Horticulture, October 1937. "Catskill seems to be more popular from preliminary tests. Mr. J. D. Winter, editor of the Minnesota Fruit Grower, writes that the Catskill has shown a great deal of promise in Minnesota. The berry is large and unusually bright and attractive, and cooks well. It seems to be a good shipping berry, better than Premier and Beaver."



A dish of very attractive Catskill Berries

The ARISTOCRAT
OF
STRAWBERRIES

CHESAPEAKE



Here is a real "best-seller". For years Chesapeake has outsold all other late berries. The large average size, brilliant red color, and prominent yellow seeds make it very handsome. This fine appearance and high quality have put Chesapeake at the very top in selling price. The berries are very firm and arrive in market in perfect condition which helps to maintain their high place. Chesapeake is not as productive as some of the other varieties, but it bears a very satisfactory crop in sections adapted to it and the price received often makes a profit greater than from more productive sorts. Following we discuss in detail some of the reasons why Chesapeake has held its place for so long as the most popular of all late varieties.

Size. The berries are very large and hold their size well to the end of the season. In this respect it is the best late berry known. Unlike many other leading varieties, Chesapeake sets only moderate numbers of fruits, and for this reason it is able to size up practically every one to a good marketable size.

Quality. Chesapeake is unsurpassed in quality among the midseason and late strawberries, and is equaled only by Wm. Belt. Occasionally a staunch friend of Chesapeake will insist that the quality is just as good as Fairfax or Dorsett.

Firmness. The berries are firm enough to stand shipment to distant markets. Car-load lots at commercial shipping centers have for years sold for consistently higher prices than other large late berries.

Growth. To get sufficient plants for a good fruiting bed, Chesapeake needs land that is well manured, and needs good care. Frequent cultivation and hoeing are a big help in growing Chesapeake, as this helps keep the plants growing all the time without any checks. Given good manure and good care, Chesapeake usually responds with a nice, well spaced fruiting bed, especially where plants have been set early.

Healthy Foliage. This is essential for profitable crops. Chesapeake makes plenty of strong, vigorous foliage which maintains its health and vigor through the fruiting season.

Frost Proof. Premier withstands frost by its very hardiness, and the abundance of its bloom. Chesapeake escapes frosts by its habit of late blooming. It must be admitted, however, that in regions far north where winters are extremely cold, Chesapeake needs winter protection. We would caution growers to apply the mulch early before first freezes occur as that is when much damage is often done.

Profit. Nothing in perishable crops is more sure to yield a profit than a nice crop of Chesapeake berries. If highly fertile, moist land is selected to grow them and and good care given, a nice bed of plants can usually be grown. As stated above, where winters are severe they need to be covered with straw or other mulch. Given these things, Chesapeake will be a real money maker for the grower. It has proved itself in large acreages for a great many years. We have a nice stock of plants and we urge that this variety especially be set early so that it will have a good start. Price-list, page 35.

Other Late Varieties

LUPTON

Lupton is a fancy late shipping berry very profitable with many growers. It usually makes plants freely. Some attention to spacing and late summer fertilizing with nitrogen fertilizers would pay with Lupton. The plants are very productive when grown on good strawberry soil. The berries average very large and are very pretty, resembling Chesapeake in many respects and being just as good as a shipping berry. In quality they are somewhat tart and quite dry. This fact, however, probably helps explain why they ship so well. It is not considered a high quality berry, but its size, condition and appearance make Lupton a profitable berry for market purposes. It is grown largely in New Jersey, also in Delaware, Maryland and Pennsylvania and other eastern states. Lupton is also sold as Town King, although if bought under that name the plants usually cost more. Price list, page 35.

Aroma is best known as a late shipping berry from some of the southern and western states. However, it is grown with fine results in parts of Indiana, Illinois, and Ohio, and similar latitudes. This variety makes lots of rather small runner plants so fertilization in late summer would help increase the vigor of plant growth and the fruit bud formation. The fruit is very light in color with a bright green cap which makes this variety one of the most attractive and best sellers of all the shipping berries when properly grown and packed. It is distinctly a shipping berry but sells well when grown for local markets. Price list, page 35.

Big Late A beautiful bright red berry of very high quality. Makes a rather vigorous growth, but the foliage is not always strong enough to bring to a marketable size the heavy crop of fruit which is set. Blossoms are imperfect and should be planted with Big Joe, Catskill, Gibson or other varieties of the same season. Price list, page 35.

Gibson (Parsons Beauty)

An old favorite in many strawberry growing sections. Plants very productive, berries very good in quality and excellent for canning. One proof of its worth is the fact that it has been used so much as a standard of comparison with so many varieties which have been newly introduced. Price list, page 35.

Haverland A fine old standard variety, handicapped by imperfect blossoms. However, they are very hardy and Haverland ranks very high in productiveness. Berries are large, long conical in shape, light in color and firm enough for market if kept picked closely. Price list, page 35.

New York This is the sweetest strawberry grown. The plant is a vigorous grower, producing a moderate number of large, healthy plants. The berries are medium to large in size, dark red in color, but only moderately firm in texture. New York is a home garden berry. It is

the only strawberry we know of that is sweet before it gets red. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. Price list, page 35.

Sample An old standard variety still popular in many sections of the middle and northern states. Plants are vigorous growers and very productive. Berries are uniform in shape, medium to large in size, of good flavor and attractive in appearance. Blossoms are imperfect. Pollenize with Aroma, Big Joe, Gibson or Dunlap. Price list, page 35.

WM BELT

A late variety of unusually high quality which is especially adapted to Northern states. When grown in the South the foliage is inclined to have leaf spot. This is not serious in the north where it produces heavy crops of large berries. They are bright red in color and although somewhat irregular in shape they make a nice appearance in the package. For the home garden or on local markets where quality is an important factor, Wm. Belt should be grown. We have some fine plants for our customers this year. Price list, page 35.

Very Late Varieties

GANDY

A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. We recommend limiting of Gandy plants in the row to four to six plants per square foot and fertilizing in late summer. Gandy needs moist conditions for best results anywhere and with this treatment on moist soil or under irrigation Gandy would probably surprise even those who know it is a fine old berry. Growers who want to extend their season very late will probably find Gandy the best of all varieties for that purpose. We have a nice lot of plants. Price list, page 35.

Orem The latest berry we have. Berries average large in size, fairly good quality and nice appearance. They often sell well because they come after other fancy late berries are past their prime. Price list, page 35.

Pearl Like Chesapeake this variety blooms late and escapes frosts. Pearl makes plants so freely it often needs thinning. Our stock of Pearl came from Michigan growers who praise the variety very highly. However, we find it to be almost identical with Gandy and what can be said of one of these varieties applies equally to the other. Price list, page 35.

Everbearing Strawberries

A Source of Delight - - and Dollars!

Everbearing varieties bear crops of luscious berries far out of the regular season. They start bearing in midsummer and continue until freezing weather. This idea of having strawberries out of the regular season has become so popular that many thousands of gardeners now grow them regularly. Plan to include some of these berries in your garden. You will be well repaid for the time and expense in growing them.

Results come quickly. Plants are set in March, April or May and picking is started in late July or August. This is quicker than most vegetable crops are harvested and much sooner than any other fruit crop.

Three crops in 18 months. The first crop is produced the first summer and fall after setting. A full crop is produced the following spring and a third crop the second summer and fall. All of these crops will be very good if conditions are right. The soil must be fertile, there must be plenty of moisture and they must be well fertilized. Methods suggested below will help make the most from all of these crops.

A real money crop. Every year more growers are finding Everbearing strawberries a profitable crop. In some sections where good land is available and best methods are used, they equal or excel regular spring varieties. Even as far south as Maryland we have made several hundred dollars per acre from these berries, although plants were grown in matted rows and best methods for fruit production were not used. Farther north profits as high as \$2,000 per acre have been reported by one grower who used very intensive methods and has irrigation. We believe the crop is well worth trying out wherever good strawberry land is available. Although roadside market and local trade take much of the total output of Everbearers not consumed at home, the lack of a good nearby market need not stop the planting of these varieties. Our outlets have consisted of the regular wholesale markets in some of the larger cities. We have used New York, Philadelphia and Baltimore and have obtained good prices. They are worth considering as a money crop.

Common Sense Methods for Everbearing Varieties

In general the same cultural practices that are used in growing good crops of standard varieties apply also to growing Everbearers. There is nothing about the job that a beginner cannot do successfully. However, so much is expected from Everbearing varieties in such a short time that it is important to use the best methods possible in order to obtain the biggest crops of nice berries. Careful attention to the following things will be a big help.

1. Start with strong plants. A good plant will more nearly be ready for the job of fruiting within a few weeks than a weak one. One reason why Mastodon has had such wide-spread success is because the plants usually run large and make a good start even if conditions are not always of the best.

2. Set plants early while both plants and soil are in good condition. Strawberries start better if the soil is cool and moist and if they have not become too much devitalized by a heavy growth of leaves and blossoms before setting is done.

3. Start cultivation soon after the plants themselves start putting out young leaves. This will help in making the vigorous plant growth which is necessary before fruiting starts.

4. Blossoms should be cut off at the first hoeing. Later ones should be cut off as they appear

until about the middle of July. This enables the plant to build up vitality for berry production later on when the berries are more salable. It takes about one month from blossoms to ripe berries. If conditions are good and plants are growing vigorously, blossoms can be left on from early July and picking started that much sooner. Cutting all blossoms until August 15th would probably increase the average size but would decrease total yield.

5. The hill system is best. Lack of toal production in the fall has been the chief criticism of Everbearers. Careful experiments show that removal of runners not only builds up stronger individual plants, but increases blossoms and fruit production. This checks with years of observation that Everbearing plants in matted rows which have made few runners or none always have the most berries. However, good results are often obtained from matted rows unless they have been allowed to

get very thick and crowded. If a matted row system is used it is recommended that each plant set be allowed to make only a few runner plants, say from three to six new runners per plant. These can be spaced from eight to twelve inches apart and will produce very satisfactory results.

6. Planting distances. In small gardens where not much good ground is available, plants should be set in the hill system. Even where larger acreages are grown many growers are finding the hill system best. In this system plants are set in rows 2 ft. apart with the plants twelve to fifteen inches apart in the row. If a hedge-row or narrow matted row is to be used, the rows can be about 3 ft. apart. A slightly wider distance is used where a full, wide matted row is to be formed. Any distance is satisfactory if plants are kept well spaced.

7. The spring crop and second fall crop. Some Everbearing varieties make a much better spring bearer than others. Mastodon is one of the best. Champion is one of the poorest in this respect. The second fall crop will be better if plants are not allowed to produce the regular spring crop, but we do not believe it would be economical to remove the spring blossoms. It would be better to fertilize heavily and irrigate if possible to produce both crops and to make additional plantings for more fall berries.

8. Mulching. Experiments indicate that summer mulching increases total yield little or none. However, by helping keep down weeds it reduces labor and by keeping berries clean and bright it increases the value of the fall crop. Mulching can be used much more effectively if grown in hills or in very thin rows. When used it should be applied about June 20th-July 1st, by which time most of

the new runner plants, if any, will be started. From two or three tons of wheat straw, marsh grass, or other fine material should be used per acre. Mulching for the spring crop has the same benefits as for regular spring varieties. See page 12.

9. Fertilizer practices for Everbearing varieties are similar to those for standard kinds, but as so much more is expected in a shorter time heavier and more frequent applications should be used. Fertilizer as recommended on page 10 should be used at planting time. Ground that is naturally fertile and has had a heavy application of barnyard manure or green manure cover crops plowed in, as well as additional applications of tankage or nitrate of soda made at intervals of about one month will help greatly to produce fall berries. Great care must be taken to see that fertilizer is applied when the foliage is thoroughly dry, and that any which lodges on the leaves is brushed off at once.

10. Ample moisture increases size and yield of Everbearing strawberries. It also increases the efficiency of fertilizer applied. It is important, therefore, to select land naturally springy or well filled with organic matter. Many good crops are produced without irrigation, but experience indicates that irrigation would increase both the yield and quality of berries even in years of normal rainfall. Any method of getting the water applied would be satisfactory.

11. Yields of two or three quarts per plant are sometimes made but they are unusual. A yield of one quart per plant set is quite common but far above the average which is probably not over one half quart per each plant set. These yields refer to the crop produced the first summer and fall after the plants are set in the spring.

A fine cluster of Mastodon berries



GREEN MOUNTAIN

A FINE NEW EVERBEARER
FOR COLD CLIMATES & HEAVY SOIL

The finest crop of Everbearing strawberries we have ever seen was of the Green Mountain variety on the farm of The Aiken Nurseries in Vermont. It has made a very fine record there for productiveness and profit, producing good crops in both the first and second years. The berries are medium to large in size, have a bright glossy red skin and prominent yellow seeds which makes them very attractive. The quality is very mild and sweet. The texture is firm and somewhat dry, making them excellent for shipping. In plant growth Green Mountain is more vigorous than the other Everbearing varieties. It makes as large a plant as Mastodon and sets them almost as freely as Gem.

Green Mountain seems to be best adapted to cool climates and heavier soils. When grown here in Maryland it does not start bearing in summer as early as Gem and Mastodon and when we have a long cool fall before our first freezes Green Mountain will outyield the others for late berries, with perhaps as large a total production as Gem. We have had some very profitable crops with this variety even this far south. Green Mountain is a patented variety, the patent being held by the introducers. It is understood when you purchase plants of this variety that you purchase the right to the fruit crops produced and to propagate plants for your own use, but not to sell or give away. We are selling Green Mountain under special arrangement with the patent owners. Green Mountain is highly recommended for heavier soil types from the latitude of Virginia north. Price list, page 35.

Green Mountain Makes Friends at Roadside Stand

Monroe Co., N. J. Sept. 27th, 1937. A few weeks ago I bought some delicious strawberries at a roadside stand on a trip I was taking. They were kind enough to tell me that they were Green Mountain Everbearing and gave me your name. If you have a catalog will you kindly send me one? I want to get some.—Mrs. W. B. Hillman.



MASTODON

The Most Popular
EVERBEARER

Mastodon is so good that it was the first Everbearer widely grown as a money crop. Even today probably more than half of all the Everbearing strawberries in the country are of this variety. Except in years when weather conditions are right, Mastodon is not especially good as far South as Southern Maryland and Virginia, but is very fine in most northern sections.

The ruggedness of Mastodon plants and the vigor of its growth account largely for the uniformly good results with it. Mastodon berries average large in size, attractive in appearance, good in quality and firm enough to ship moderate distances. Other varieties have proved better in certain sections and under certain conditions, but Mastodon is the universal variety which has given uniformly good results, and is a safe one to plant. Price list, page 35.



Mastodon Berries 5½ Inches Around

Shenandoah Co., Va. May 31st, 1937. I picked some Mastodon yesterday that measured 5½ inches around. Wonderful berries.—Mr. Landon C. Stickley.

Satisfied with Mastodon

Whatcom Co., Wash. April 2nd, 1937. I ordered 200 Mastodon plants last spring. They turned out so good that I just wished you could have seen them. I sure was satisfied with them, and your book of berries is the best I ever had.—Mr. Charles Lind.

Berries Were Grand

West Chester Co., N. Y. Jan. 26, 1937. Kindly send me 100 Mastodon Berry plants. The order I received before did well. Never lost a plant. I told my neighbor last year about your plants and he sent an order. Tells me he was glad I gave him your name for his plants all lived and berries were grand and you can be sure I'll tell my friends about you.—Mrs. L. Duemig.

We recommend marketing Everbearers in pint baskets. The 15-pint flat pictured here has proved profitable with us. A 24-pint crate with two layers has also proved popular for marketing Everbearers.

GEM

Gem Stands at the top

Gem is the best of all the Everbearing varieties under our conditions. It will produce more good berries throughout the season than any of the others. Gem does not make a large plant like Mastodon and Green Mountain, but if given a good start by early planting and having soil in good condition, Gem makes a very rank, vigorous growth. Under good conditions it often makes so many plants that some thinning is necessary.

Gem is definitely the best of the Everbearers for commercial purposes when grown in the South, and from reports we have ranks with the best in the northern states. The berries are large in size, light in color, and are firm enough to stand shipment to distant markets. This light, attractive color holds even after the berries begin to get soft. Although somewhat tart in quality, the smoothness of the berries, together with the light color and attractiveness, makes Gem one of the best sellers of all the Everbearers. Under conditions where Everbearers will grow growers will make no mistake in planting Gem either for the home garden or as a money crop.

We stated above how good Gem was here in Maryland. Here is a report from Mr. B. F. Perkins of Cumberland Co., Maine. "I have had three years' experience with the Gem. It is in my opinion far ahead of Mastodon. I had a single plant of this variety in a check plot that had over 100 ripe, green and undeveloped berries, besides the blossoms. The second year crop was little short of phenomenal."

Mr. C. E. Gibbons, a farmer who lives near Salisbury, told us he had made more money from $\frac{3}{4}$ of an acre of Gem berries in the summer and fall of 1937 than from all the rest of his farm.

You will like Gem and we have some nice plants. Price list, page 35.

Enough to Use and Some to Sell

Lyman Co., S. Dak. March 5th, 1937. Enclosed find order for more berry plants. Your plants are very sturdy and during the worst drought in the history of Lyman County I had enough berries fresh for table use and canned enough for our winter supply, besides selling about \$10 worth from the 200 Mastodon plants I set out in the spring of 1935.—Mrs. Fred W. Burke.

Mercer Co., N. J. Aug. 18, 1937. Here is a snap which was taken Aug. 5th of my beds of berries which were set from your plants April 22nd. There were 150 plants in all, every plant lived and the Mastodon are now a mass of berries and bloom. The berries are a beautiful flavor and very large and it looks as though I would get a lot more than 75 quarts from the 75 plants of Mastodon.—Mr. Geo. B. Spencer.

Gem Berries like this often bring 25c per pint on wholesale markets

WAYZATA

A PERSISTENT PRODUCER

The highest profits we have heard of from Everbearers were made with Wayzata. Under irrigation and very intensive culture, a grower in Minnesota reports \$2,000 per acre from this variety a few years ago. Wayzata is probably the best in quality of all the Everbearers and in the Northwest where it has its greatest popularity, Wayzata is claimed to be the best quality of all berries. This variety makes large, strong plants but very few new ones. Often a plant will make a very large crown consisting of several plants which must be separated into divisions to get any increase at all. From the fruit growers standpoint, this habit makes it especially adapted to growing in hills. Wayzata berries are a deep red in color, quite firm and attractive enough to bring top prices. We recommend Wayzata for home gardens and commercial plantings in a small way.

We have a small stock of very fine plants. Price list, page 35.

Champion (Progressive)

This was the first good Everbearer. It is still the sweetest of all. The plants are very productive although the berries are rather small. Champion is not as strong a grower as the Mastodon or Green Mountain, but has done well in most states and is one of the best in the South. The spring crop of Champion is not very good, Mastodon being much better in this respect. Sweetness and productiveness are the strong points of this variety. Price list, page 35.



Allen's Plants Here and There

Thanks for Promptness

Miller Co., Ark. March 20th, 1937. I received the order of 100 berry plants and have them set. They had been roughly handled in transit but otherwise were in good shape and were nice rooted and sized plants. Thank you for the promptness in filling this small order and returning the extra postage.—Mr. J. D. Blanchett.

Sure Nice Plants

Williamson Co., Ill. March 17, 1937. Strawberry plants arrived in good condition and I am well pleased with them. They are sure nice plants.—Mr. S. F. Cates.

Loaded with Blossoms and Berries

Vigo Co., Ind. May 13, 1937. The last thousand Catskill arrived all right in wonderful condition. They were set Tuesday morning. The Dorsett and Fairfax I procured from you last year are literally loaded with blossoms and green berries, all borne on erect stems. I suggest to prospective plant purchasers to get them from Allen's which I have done and will continue to do for I have certainly been treated more than fairly.—Mrs. Curt Bell.

Good Plants Bring New Orders

Lee Co., Iowa. May 25, 1937. Plants arrived in good shape. Had good luck with them as it rained here shortly after setting plants. Some neighbors lost entire setting of plants, but plants were not as good as mine. You may look for new orders from this territory next year as I surely recommend your plants as the best that were shipped in here and also for promptness and fair dealing.—Mr. John L. Junkins.

Splendid Root System

Warren Co., Mo. April 2nd, 1937. Received our order in good shape and in good time for planting. The plants were the best we have ever planted, good size and a splendid root system. Thanks for your prompt shipment.—Mr. Hugo A. Schoppenhorst.

Allen's Berry Book Helpful

Salesman

Baldwin Co., Ala. Sept. 25, 1937. The best salesman who has ever called on me is surely the splendid catalog you have been kind enough to send me each year. It has filled me with much confidence in your knowledge of good berries.—Mr. Edward S. Moses.

Friends Think It Great

Essex Co., Mass. Jan. 19th, 1937. Received your Berry Book and was pleased to get it and have been showing it to my friends and they think it great. One of them wants a copy. He likes your berries and will order some in the spring.—Mr. W. F. McCurdy.

Dependable Facts

Emmet Co., Mich., April 1st, 1937. I want to compliment you on the dependable facts printed in your catalog. Due to your fair representation of Fairfax I am into it on the ground floor with plants received from you. Fairfax ripened last spring on a year old patch with Dunlap, three or four days later than Premier. A wide spread between old and new. I like that feature. I have Pearl, Orem, Big Late, but the last berries picked were Fairfax. It stood the dry weather best.—Mr. Edmond R. Aler.

Contains Information Wanted

Middlesex Co., Mass. Apr. 19, 1937. I wish to thank you for your Berry Book. It gives the information one would like to have and so seldom finds in a plant catalog.—Mr. Charles S. Kubik.

Wonderful Crop

Avery Co., N. C. April 1st, 1937. I had a wonderful crop last year from plants ordered from you. I consider that you sell the best plants grown in the U. S.—Mr. J. L. Hartley.

Sorry He Did Not Plant More

Providence Co., R. I. June 30th, 1937. For the past two years I have been purchasing a small number of strawberry plants from you. The ones I purchased a year ago, 7,000 in number, produced a particularly fine crop this year. My customers were more than pleased with the size and appearance of the berries. I have already set out a smaller bed for next year but after the fine results of last month, I wish to increase production. Is it advisable to set out new plants this late in the season?—Mr. G. Mason Gross.

Not One Mixed Plant in 25 Years

Davidson Co., Tenn. March 5th, 1937. Have been ordering plants of different varieties from you for 25 years and can truthfully say have never received one plant that did not come up true to name and variety, and can recommend your plants far above others.—Mrs. W. A. Hanning.

Satisfactory Service and Superior Quality

Henrico Co., Va. April 10th, 1937. Thank you very much for your prompt and careful attention to my order which was placed with you several weeks ago. The plants were received in due time and in good condition. They were all good, healthy plants and I am expecting them to yield as abundantly as they have in previous years. I have raised many different varieties of your berries and have found that each variety measures up to as much and more than you say of them in your catalog. I have been a customer of yours for many years and it has been a real pleasure dealing with you both on account of the very satisfactory service that you render and the superior quality of your plants. Hoping to place an order with you next year, and to remain your customer for many years to come, I am.—Mr. N. S. Shipman.

Allen's Plants Thrive in Cold Climates

Canada

Ontario, Canada. Jan. 30, 1937. Plants received last year lived good. The Everbearers did well with the Wayzata the largest berries, but they did not make runners like the Gem did. The Catskill, Dorsett and Fairfax all make a good vigorous plant growth and yield nice large berries here for their first and sometimes second year, but do not seem to have the vigor when we replant our own plants. I believe it is the winters up here. Even the Premier is affected with some growers. With us Premier is as large as any, the first berries often measuring seven inches around. They size up all their crop, picking about a month long under normal conditions. I have seen your 1937 catalog and value it very highly.—Mr. M. L. Holmes.

North Dakota

William Co., N. Dak. Feb. 1st, 1937. Your strawberry plants were the only ones I saved any of last summer, and I got plants from three different places—in North Dakota, South Dakota, and yours.—Mrs. H. A. Schroeder.

Vermont

Windsor Co., Vt. June 3, 1937. Am thanking you very kindly for your co-operation. I've planted the last lot of strawberries which are doing fine. I expect to have a very good crop this year.—Mr. K. Birskey.

New York

Cayuta Co., N. Y. June 10th, 1937. The Gem strawberry plants which I got from you are doing fine. Mr. H. C. Burnham.

Allen's Plants or Your Own?

By using your own you save the cost of plants and transportation but you lose in other ways.

1. The expense of digging and cleaning your own plants. With inexperienced help and with soil heavy and hard this is quite a task.

2. Every row you dig decreases your own crop. With fair prices expected or thin rows to dig from, this loss counts up fast.

3. The invigorating effects that often come from a change of soil and climate. There is often a marked gain.

4. The convenience of having plants right at hand when you want them.

5. The beneficial results of early planting are well known. You can take advantage of the first "open spell" (in the north) by setting **Allen's plants** instead of digging your own.

6. Well cleaned plants, with evenly bunched straightened roots **making setting easier, quicker and better.**

7. Allen's plants are grown for plant purposes in a light sandy loam soil. Many fine strawberry beds are grown on heavy soil but the plants would be short rooted and knotty if dug from such soils. There would be less resistance to drought and mechanical disturbances. Many of our customers find that with **Allen's plants** they get **finer stock** at a **lower cost** that will give **better results** than their own.

Galla Co., Ohio, April 5th, 1937. I have bought plants several different times and from different nurseries and have spent hours pulling off old stems, leaves and runners to get plants in shape to set. What an appreciable difference were yours! The cleanest, finest plants with a liberal count in each bunch. That is service to be appreciated. I shall remember you to both myself and my friends when in need of plants.—Mr. P. R. Davis.

NO ASPARAGUS ROOTS THIS YEAR

We do not have any Asparagus roots, either one year or two year, to offer our customers this spring.

Instructions to Purchasers

Terms. Cash with order. Remit by Money Order, Bank Draft or Cash in Registered Letter. No C. O. D. shipments.

Packing. No extra charge made for packing at prices quoted on page 33.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 7, "Time to Set Plants."

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

When to Order--And How to Ship

Order as soon as you have decided what varieties and how many you want. **Write plainly**, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. **Be sure to fill in your County on the order sheet.**

Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given herewith, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

Be sure to send postage enough as any excess will be returned.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st....	0 to 50.....	8 cts.....	1 1/10 cts.
2nd....	50 to 150.....	8 cts.....	1 1/10 cts.
3rd....	150 to 300.....	9 cts.....	2 cts.
4th....	300 to 600.....	10 cts.....	3 1/2 cts.
5th....	600 to 1000.....	11 cts.....	5 3/10 cts.
6th....	1000 to 1400.....	12 cts.....	7 cts.
7th....	1400 to 1800.....	14 cts.....	9 cts.
8th....	1800 up.....	15 cts.....	11 cts.

WE HAVE NO AGENTS—If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

Picking the Winners

Early Premier

The frost proof berry. A sure cropper under all conditions. Very productive, very profitable, widely adapted. Holds many records for yield and profit. Planting Premier is playing safe.

Fairfax

trade.

Highest quality of all. Very productive—beautiful, large berries, becoming dark when full ripe. Buyers come back for more. Best for home garden, very profitable for quality

Dorsett

Most profitable early berry we have ever grown. Under favorable conditions excels Premier in productiveness, size, beauty and profit, but not as widely adapted. Very fine quality. Try it. **BLAKEMORE** (light) is a fine early shipping berry grown mostly from Maryland south although with proper spacing it may do well farther north.

Midseason Catskill

Has never missed a crop. Heaviest yield, largest average size of any variety, early or late. Good quality, good shipper, fine appearance. Sells with Dorsett, Fairfax, Chesapeake. Widely adapted from far north, south to latitude of North Carolina. Catskill is the best midseason variety.

Big Joe

The best all around midseason berry except Catskill. A money maker for many growers, fine quality for the home garden. Big Joe berries average large in size. Bring top prices on the market. **ABERDEEN** is very productive, berries large, light color, soft. Does best on heavier soils, nearby markets. North only.

Late Chesapeake

shipping berry, **WM. BELT** for high quality, **Gandy** for extreme lateness.

The aristocrat of strawberries. Where it grows well no late variety will surpass it as a profit maker. Equally good for shipping, local market or home garden. If your soil does not suit Chesapeake, plant **LUPTON** for a large late

Everbearing Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit.

Gem

A newer variety. With us far better than Mastodon. More productive, more profitable, berries prettier, better shippers, equal in quality. Try Gem.

Green Mountain

heavy soils.

Most vigorous of the Everbearers. Very productive, good quality, fine appearance, best in cool climates and on

DELIVERED PRICES ON REQUEST—We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices.

Price List for 1938

Description Page	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants	
Early Varieties									
22	BELLMAR (Per).....	\$.25	\$.40	\$.65	\$1.10	\$1.50	\$1.80	\$4.00	\$17.50
22	BLAKEMORE (Per).....	.25	.40	.60	1.05	1.40	1.70	3.75	16.25
22	Clermont (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	Dr. Burrell (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
16	DORSETT (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
14	FAIRFAX (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	Howard 17 (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
23	Klondyke (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
23	Narcissa (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	Missionary (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
20	PREMIER (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
23	Senator Dunlap (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
21	SOUTHLAND (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Midseason Varieties									
23	ABERDEEN (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
25	BIG JOE (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
24	CATSKILL (Per).....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
23	Culver (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	Glen Mary (Per).....	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
23	Red Heart (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	Pathfinder (Per).....	.40	.60	1.00	—	—	—	—	—
Late Varieties									
27	Aroma (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
27	BIG LATE (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
26	CHESAPEAKE (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
27	Gibson (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
27	Haverland (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
27	LUPTON (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
27	New York (Per).....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
27	Parsons Beauty (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
27	Sample (Imp.).....	.25	.45	.70	1.20	1.65	2.00	4.50	20.00
27	WM. BELT (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Very Late Varieties									
27	GANDY (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
27	Orem (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	20.00
27	Pearl (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
Everbearing Varieties									
31	Champion (Per).....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
31	GEM (Per).....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
30	*GREEN MOUNTAIN (Per).....	.50	.90	1.50	2.50	3.40	4.20	10.00	45.00
30	MASTODON (Per).....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
31	Progressive (Per).....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
31	WAYZATA (Per).....	1.50	2.50	4.50	—	—	—	—	—

500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

*Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

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